Vogue

INCORPORATING VANITY FAIR



YOUNGER GENERATION • LIMITED INCOMES • MAY 1, 1937 • PRICE 35 CENTS

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INVITATION TO

Percale Sleep

—to relief, to release, to renewal · · · you fortunate few who ask perfection in all things, who know first quality at first sight—won't you judge for yourselves and take the smart way to bedtime ease, to bed-wear elegance?

Two First-Choice Sheets: Cannon *Finest Quality Percale,* about $2.50—the last word in sheet luxury, top quality at less than top cost, and Cannon *Utility Percale,* about $1.85—a true percale almost at the cost of muslin. . . . See them both!

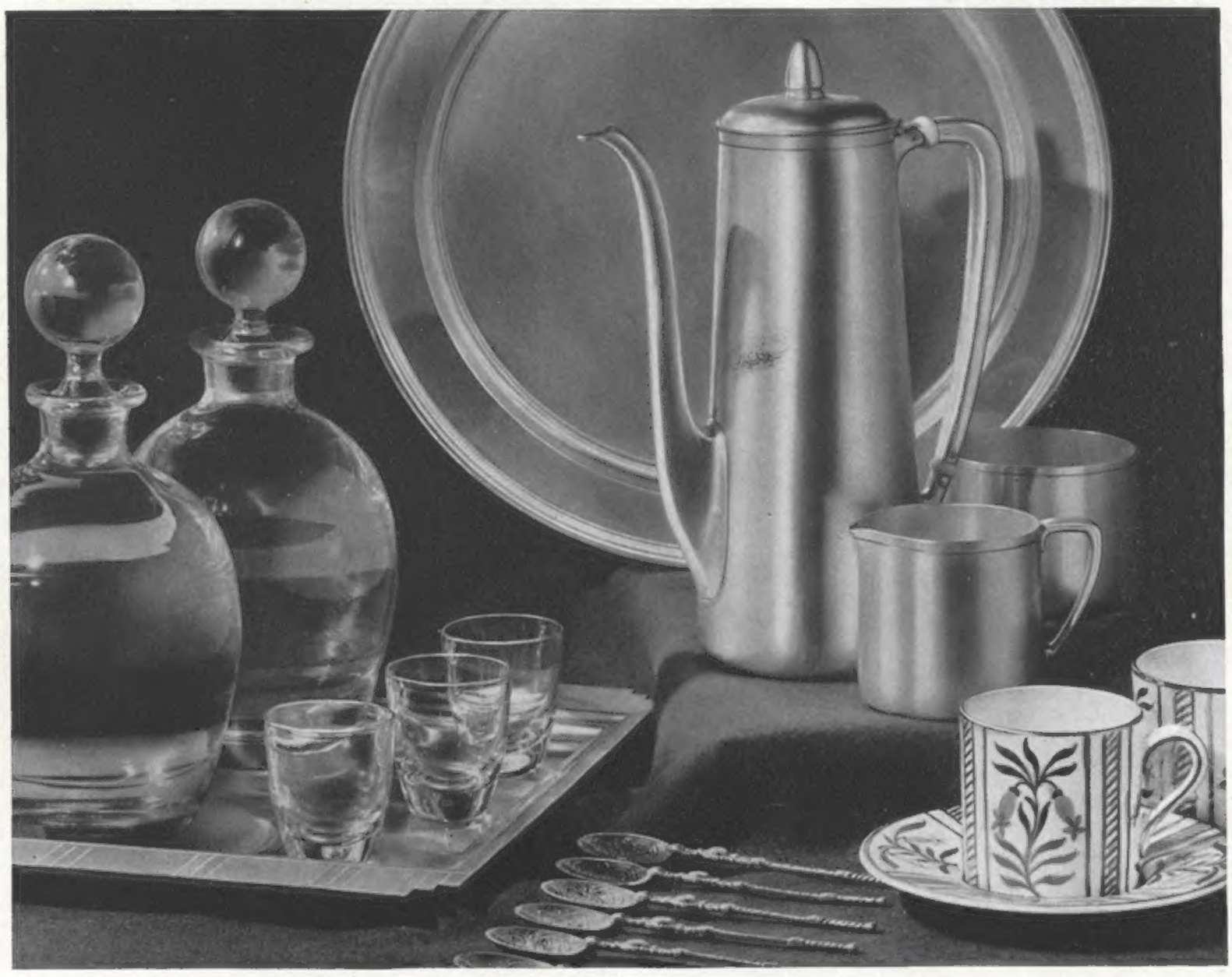
CANNON PERCALE SHEETS

THE FIRST NAME IN TOWELS IS THE LAST WORD IN SHEETS

TIFFANY & CO.

JEWELERS SILVERSMITHS STATIONERS

FIFTH AVENUE & 37TH STREET, NEW YORK



STERLING SILVER COFFEE POT, SUGAR BOWL AND CREAM PITCHER $80, CIRCULAR TRAY $35, ENGINE-TURNED RECTANGULAR TRAY $60; GILDED STERLING SILVER COFFEE SPOONS, REPRODUCTIONS OF THE CORONATION SPOON, $17 FOR SIX; GLASS DECANTERS $7 EACH, LIQUEUR GLASSES $6 A DOZEN; WEDGWOOD CHINA COFFEE CUPS AND SAUCERS, SILVER LUSTER AND BLUE, $36 A DOZEN.

MERCHANDISE OF GOOD VALUE AND FINE QUALITY

MAIL INQUIRIES RECEIVE PROMPT ATTENTION



FROMM *Bright with Silver*

Silvery-fresh as pussy willows . . . light as a May cloud . . . flattering as violets held against your throat—FROMM Silver Fox. It is spring's precious fur . . . it fashions smart, little capes . . . it collars the most important coats . . . it is a gay banner of chic across the shoulders of crisp suits and frocks . . . it makes dramatic entrances to formal evenings. By day and night, the mode is gay and young and ***bright-with-silver!*** FROMM BROS., Inc., Hamburg, Wisconsin.

KNOW THE PEDIGREE OF THE SILVER FOX YOU BUY. *This medallion is sealed to the nose of every genuine Fromm-Pedigreed Fox. To receive the free pedigree of the silver fox you purchase, mail the medallion to Fromm.*

COURTESY JULIUS GARFINCKEL & CO., WASHINGTON, D. C.

CANDY STRIPED PIQUE

Candy striped pique, its vogue began on the Riviera last Summer. Palm Beach and Miami Beach have given it enthusiastic acceptance. At Palm Springs the candy striped pique playsuit was the pet fashion with the glamour girls there on holiday. Best's predicts that the candy striped pique playsuit will be one of Summer's biggest successes.



favorite playsuit fashion

5.95

Two piece style consisting of the all-in-one shorts outfit as pictured, plus a matching button-front skirt not shown in the picture. *(Sanforized)*

NAVY • RED • BROWN

Sizes 14 to 20

Note . . this playsuit also comes in plain white pique, or in chintz patterned cotton . . at the same price.

Mail Orders Filled

ACCESSORIES

The white tweed coat 49.95. The navy blue canvas keds are 1.50. The white angora socks 1.00. Knit Cap 1.95.

BEST & CO.

Fifth Avenue at 35th Street • New York

BRANCHES AT: GARDEN CITY • MAMARONECK • EAST ORANGE • ARDMORE • BROOKLINE • GROSSE POINTE • CLEVELAND HEIGHTS

"LOVE, HONOR AND . . . JITNEY"



"No, that isn't what the marriage ceremony *says*. But, if I'm a fair sample, that's what the wife of today *does*.

"From breakfast to dinner time, I spend most of my time playing taxi-driver. Taking the children to school, to the movies, to parties. Driving my husband to the station. Scooting back and forth to the stores, to the bank, to the club.

"*I'm* the one in this family who does most of the struggling with traffic and parking. *I* roll up most of the mileage. So, I ask you, why not design your car for ME, instead of the men?"

• • •

Packard's answer to that question is: "Lady, WE HAVE! *Just take a look at the brand-new Packard Six.*"

No other car in America is so perfectly suited to a woman's personal needs!

This Packard Six gives greater handling ease, greater riding comfort, than you have ever known before. It's a joy for a woman to drive. You can park it in the tightest places without effort. It is a perfect car in traffic.

And, when you drive to your social engagements, you'll have a deeper pride in your car than ever before. For you'll be driving a car with the smartest lines on the road—lines that *stay* smart, *stay* recognizable, as long as you own your car.

Borrow a Packard Six from your Packard dealer and drive it. It will be a case of love at first sight! And once you discover how astonishingly easy it is to buy and own a Packard Six, we're sure you will get the thrill of Packard ownership!

PACKARD

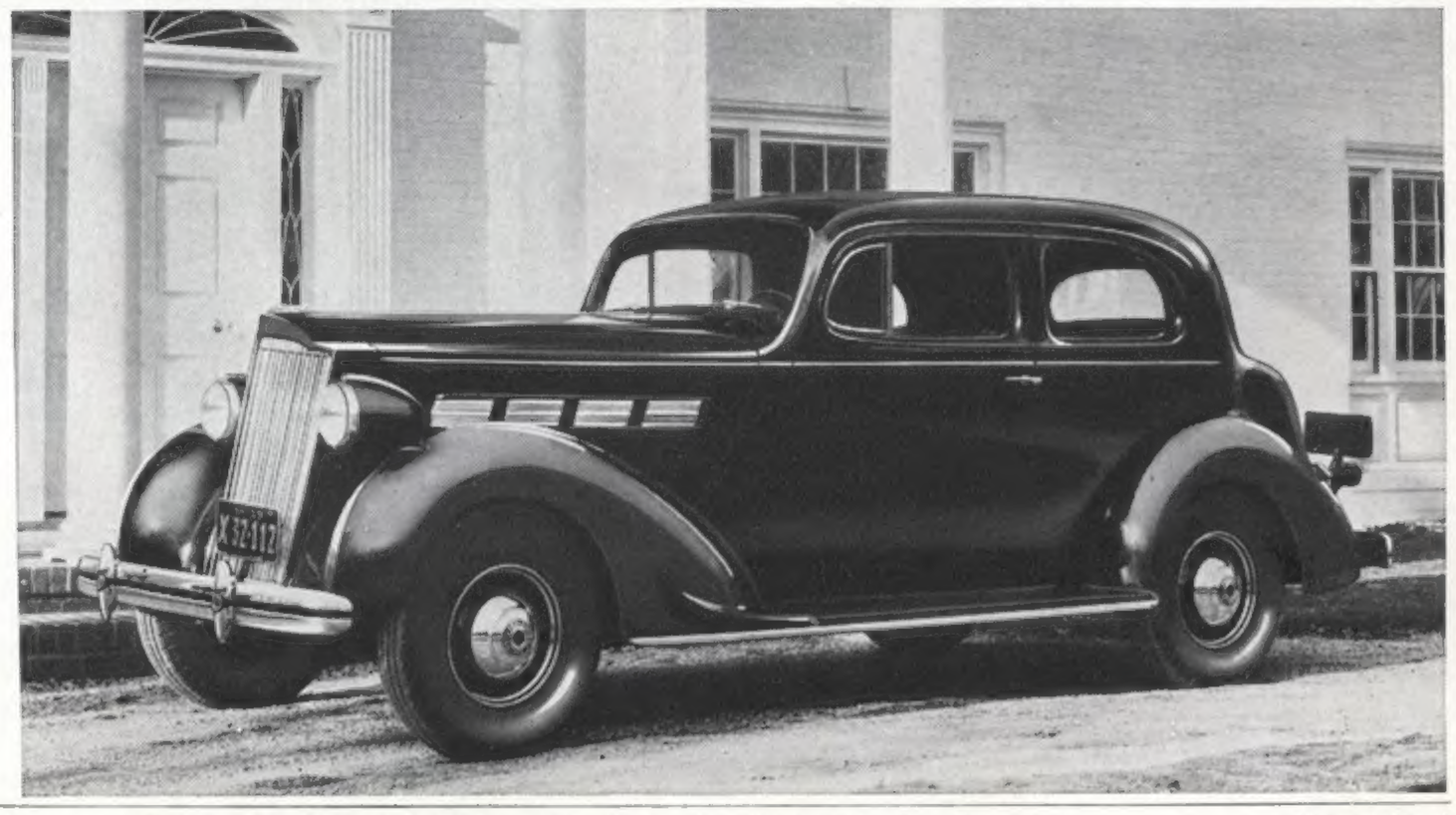
PACKARD 120 ★ PACKARD SIX

Let your Packard dealer give you complete price information and tell you the easy terms by which you can own a Packard. Ask for booklet, "The Business of Buying and Owning a Motor Car," an invaluable guide in the selection of any *car.*

ASK THE MAN WHO OWNS ONE

Listen to THE PACKARD HOUR, starring Fred Astaire —NBC Red Network, Coast-to-Coast, Tuesday Night, 9:30 Eastern Standard Time.

The car illustrated is the Packard 120 Touring Coupe



Vogue
May 1st, 1937

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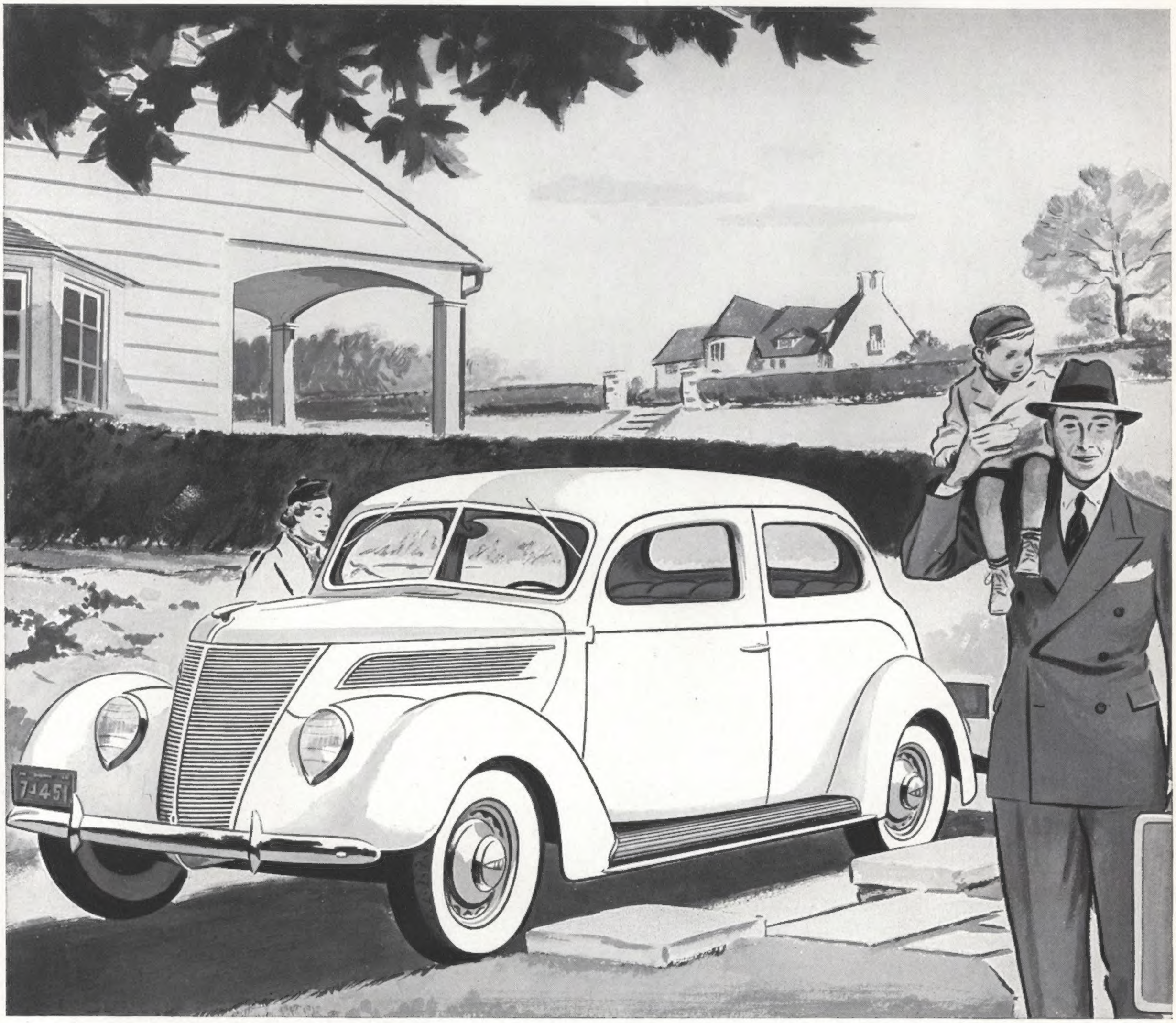
Vol. 89, No. 9
Whole No. 1555

HORST



Shimmer of white flowers on our navy crepe original. Sheen of white silver Indo-Chinese cuffs.

ON THE PLAZA • NEW YORK
BERGDORF GOODMAN
5TH AVENUE AT 58TH STREET



"We've been a FORD FAMILY for years!"

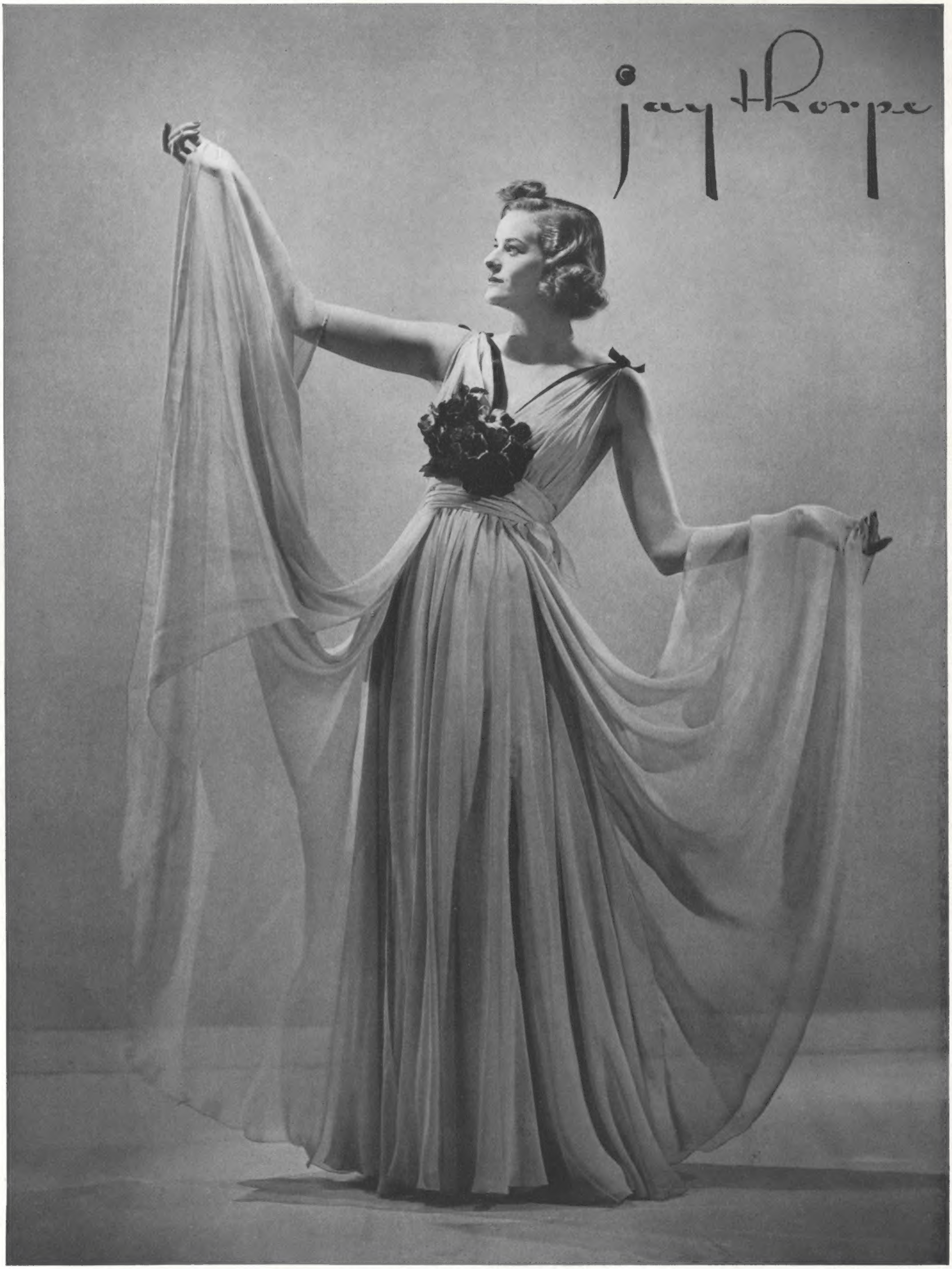
"MORE than thirty years, in fact. Dad and Mother had one of the early two-cylinder Fords before I was born. They tell me I cut my teeth on the steering wheel of their first Model T!

"I went off to college in an old Ford roadster without any top or fenders. Helen and I honeymooned in a Model A. And we celebrated our last anniversary by buying a V-8. Jimmy has slept away many a mile in that big back seat.

"Some of these days, I'll be able to afford a more expensive car. But I don't think I'll change.

"Thirty years of faithful service from one name sort of gets under your skin. Besides, the new Fords give me everything I want. They're roomy, comfortable, good-looking. They've got plenty of pep and power. And they cost less to buy and run."

FORD V·8



JOSEPHINE AT MARTINIQUE . . ONE OF THE LOVELIEST FASHION THEMES OF ALL TIME IS REVIVED IN A CHIFFON GOWN WITH CORSAGE OF PANSIES.

Sew Washables That Stay Smart



1 From leading designers here and in Paris comes a stunning array of cotton and linen fabrics, completely safe from shrinkage . . . Sanforized - shrunk.



2 Sew your own play clothes of linens, crashes, or piques, Sanforized-shrunk . . . Tub and tub them— they will still fit.



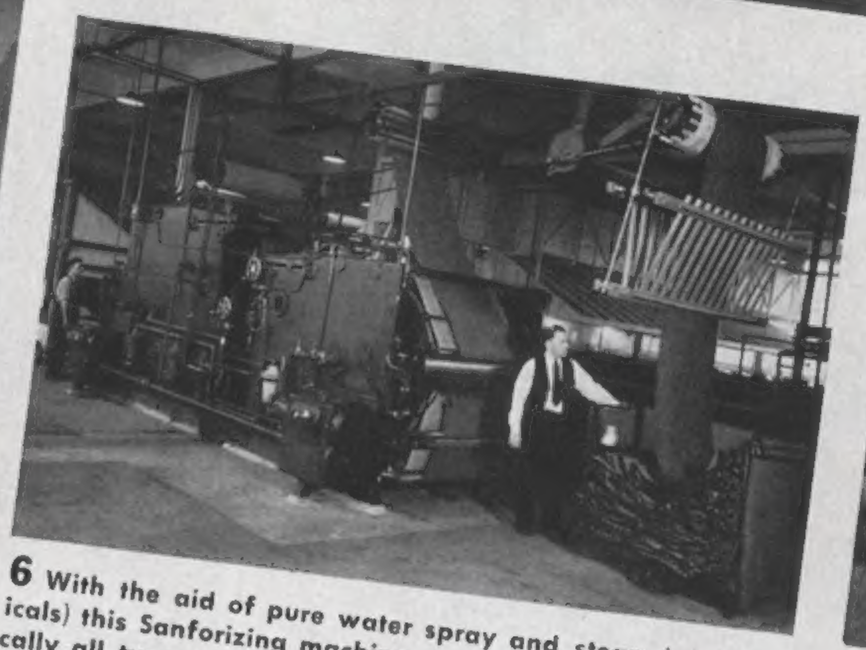
3 For afternoon frocks, see the charming muslins, voiles, dimities and other sheers that are Sanforized - shrunk. Make them your correct size without shrinkage allowance.



4 Make clothes for your growing offspring of fabrics Sanforized-shrunk . . . and save letting out seams and letting down hems after washing.



5 Rejuvenate your home with gay washable draperies and slip covers that wash repeatedly without shrinking . . . Both fabrics and trimmings are available Sanforized - shrunk.



6 With the aid of pure water spray and steam (no chemicals) this Sanforizing machine mechanically shrinks practically all types of cotton and linen washable fabrics completely and permanently. Such fabrics are Sanforized-shrunk.



7 For lasting fit demand and find the "Sanforized-shrunk" mark on the end of the bolt board — or on the label of ready-made garments before you buy.

All fabrics illustrated are available in leading stores

Sanforized-Shrunk
40 WORTH STREET NEW YORK, CITY

Sea-and-Sand Fashions in Celanese® by Gabar



Gabar styles a brilliant collection of Sea-and-Sand fashions in Heller-Knit Satin Jersey of Celanese Yarn.

TOP LEFT, Gay plaid tri-color suit.

TOP RIGHT, Multi-colored fitted suit and brilliant solid-colored cape.

LOWER LEFT, Full length princess beach coat and solid-tone fitted suit.

LOWER CENTER, Striped beach ensemble . . . new versatile skirt.

LOWER RIGHT, Princess Cliptone* Satin suit with new low neckline, fitted waistline and flared skirt.

*Reg. U. S. Pat. Off.

Featured in all leading New York stores . . . and

ATLANTA, GEORGIA	DAVISON-PAXON COMPANY
ATLANTIC CITY, NEW JERSEY	M. E. BLATT CO.
BALTIMORE, MARYLAND	HUTZLER BROS.
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WASHINGTON, D. C.	WOODWARD & LOTHROP

For the name of the store in your city write GABAR, Inc., 108 West 39th St., New York City



HARD-TWIST

*Summer Porosa**

FABRICS

Porosa Fabrics made their first appearance during the Winter resort season. They came back an established institution in the smart Summer wardrobe of every woman who wore them. They are the perfect medium for warm weather clothes. Their crisp, sheer texture makes them cool in appearance . . . cool to wear. They defy wrinkles. They resist moisture and spotting. They will keep their fresh colors and smart lines straight through to the Summer's end.

Summer Porosa Fabrics come in a gay array of very important checks, stripes and plaids . . . generally with a plain or mixture color to combine with them. You will find Summer Porosa in all smart shops in every type of Summer costume . . . for town wear, for the country, for travel, for active and side-line sports. You will find them, too, by the yard in all the better piece goods departments.

*Reg. U. S. Pat. Off.

Copr. 1937, Forstmann Woolen Co.

Forstmann Woolens

FORSTMANN WOOLEN COMPANY, PASSAIC, NEW JERSEY. *SALES OFFICE:* EMPIRE STATE BUILDING, NEW YORK CITY



Munkacsi

SUMMER POROSA FABRICS can go anywhere, at any time, all Summer long. They combine all the advantages of other Summer materials without any of their disadvantages. They provide immaculate coolness in wrinkle-free clothes...as new and different as they are beautiful and practical. Above is a cool, crisp tennis dress in white. Beside it, a day-long dress in pin-stripe Porosa. And opposite, a plaid design in a smart town-and-country costume suit.

Van Raalte

STRYPS UNDERTHINGS



"because you love nice things"

Two stars in STRYPS—a Girdle Singlette that smoothly directs without overruling the naturally pretty lines of a young figure, $2.50; and a sleeping or lounging Jamette, short in cut but long on comfort, $2; and a full array of stryps, panties, gowns, slips and other undies may be found in the knit underwear department of better stores everywhere.

Van Raalte

STOCKINGS • UNDERTHINGS • GLOVES
295 FIFTH AVENUE, NEW YORK CITY



Waltzing Dirndl — ravishing short skirt that makes past evening fashions pale into insignificance, artful lure of flesh mousseline shining through the turbulence of black chantilly. 225.00 in the Little Salon, [illegible] Floor

Lord & Taylor

Fifth Avenue, New York



It cost a pretty penny ($412,000 to be exact!) to develop Solkalf . . . the utterly new material used in the above bag. But it's that miracle of miracles, the *perfect* handbag material . . . *washable,* color-fast and wonderfully durable. And price tags on stunning new White Solkalf bags begin at only $2 and end at $15 in better stores everywhere!

On the Riviera, where they were first introduced, handbags made of White Solkalf were the sensation of this past season. Neither soap nor water nor blazing sun can detract from their snowy whiteness, or mar the smooth, luxurious texture of this rich, new miracle material. See the exciting array of smart new models created by America's leading handbag designers . . . choose washable White Solkalf for spotless Summer chic!

solkalf

THE NEW MIRACLE MATERIAL
FOR HANDBAGS . . . MADE
OF REFINED CELLULOSE



henri Bendel inc

Garlands of roses delicately imprinted on black chiffon . . . a summer evening gown of great charm. Originated by Henri Bendel.

TEN WEST FIFTY-SEVENTH STREET ⚜ NEW YORK

TREAT YOURSELF TO *Tropicana* . . . THE ***VITALIZED**** FABRIC



ARTHUR O'NEILL



THERE'S a completely new summer picture ahead of you! A picture in which Tropicana, fabric of Dupont spun rayon and wool, achieves that well-groomed look so vital to vacation clothes. You'll be delighted with the ***VITALIZED*** finish that makes Tropicana resist creasing, tailor faultlessly, remain fresh and new through a season of strenuous wear.

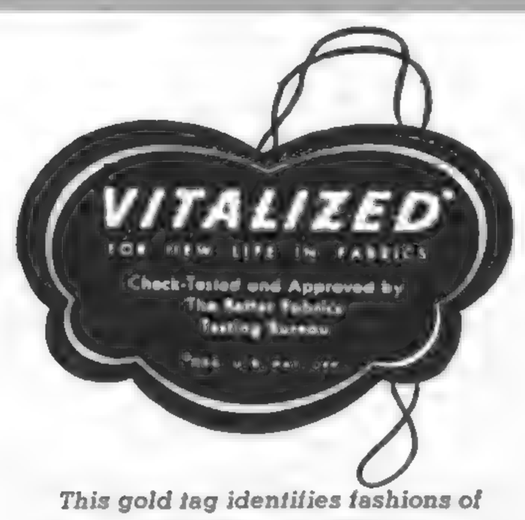
FIND THESE "BREATH OF THE AVENUE" FASHIONS AT: GUS BLASS CO., *Little Rock;* CAPWELL, SULLIVAN & FURTH, *Oakland;* DIAMOND D. G. CO., *Phoenix;* FALK'S DEPT. STORE, *Tampa, Fla.;* S. GRUMBACHER & SON, *York, Pa.;* KRAUSS CO., *New Orleans;* THE LEADER, INC., *Minneapolis;* B. H. LEVY & BRO., *Savannah;* McEWEN-HALLIBURTON CO., *Oklahoma City;* H. C. MEACHAM CO., *Fort Worth;* RHODES DEPT. STORE, *Seattle;* A. E. STARR CO., *Zanesville.*

FOR THE STORE IN YOUR CITY CARRYING THESE FASHIONS . . . WRITE TO LOU SCHNEIDER, 247 W. 37TH ST., N. Y. C.

THE DRESSMAKER SUIT
a fashion of rare figure flattery. New note in overlap pockets. 12 to 20. $13.95

THE TAILORED SUIT
in its most immaculate form. Slim as a reed. Action back. 12 to 20. $13.95

THE BOX JACKET SUIT
with the "little boy" look, and a new softness. Peter Pan collar. 12 to 20. $13.95



*This gold tag identifies fashions of genuine **VITALIZED** fabrics.*

*REG. U. S. PAT. OFF.

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HORST

LADY FROM MARS . . . as modern as a six-hour flight to Hollywood! Bold red linen jacket, magnificent slacks, steel-and-white striped shirt and scarf: $39.75. Sunningdale Shop Collection of play clothes. *Sixth Floor.*

MARSHALL FIELD
and Company • Chicago

TWO GIRLS GO AROUND —



PHOTOGRAPHY: FIDELIS HARRA . DIRECTION: WM. LINCOLN HUSTON





— around the clock in Suwanee Ensembles. Happy summer to them! With places to go — and things to do — the way they look

means, oh! so much! Any evening — any afternoon — any morning — here are the cotton dresses they'll need. All cleanable and

color-fast. Just wear and wear and tub and tub — to the end of a perfect summer. But now, the important thing is the skilful handling

of the dressmaker features identical with the best hand-needled Eisenberg dresses! Yes — you'll find them in America's finer stores —

or Address Eisenberg and Sons, Dressmakers, 847 West Jackson Boulevard, Chicago.

No Other Yarn Can Give This Perfect Line, This Soft Luxury



FOUNDATION
One seamless combination of porous mesh for diaphragm and wide bottom hem, with double-knit center panel for extra control over the waist and the hips

•

RUNPROOF



GIRDLE
Girdle and Pantie complete the "Duo Rita" trio —a foundation wardrobe for all occasions of Spring and Summer

PANTIE
You'll want all three the minute you see these charming "Duo Rita" sets. At leading stores almost everywhere

As Exemplified by "*Duo Rita*" FOUNDATIONS

Styled by HICKORY • A. Stein & Company

It's "Lastex" yarn that gives life and elasticity to these otherwise rigid materials. Always remember that "Lastex" is not a fabric or a garment or a process or a design—but a yarn. It consists of an elastic core covered with silk, cotton, wool, or rayon as wanted. Used alone or mixed with similar yarns, "Lastex" imparts stretch to all types of woven or knitted materials. It is extensively used in all types of apparel worn by men, women, and children. Always the same purpose, to make possible better fit and greater comfort than could be achieved with old-fashioned rigid materials. The stretch of "Lastex" is washable and permanent —outlasting the life of the garment. In selecting foundations, or any other type of apparel, ask for the article made with benefit of this new and better technique.

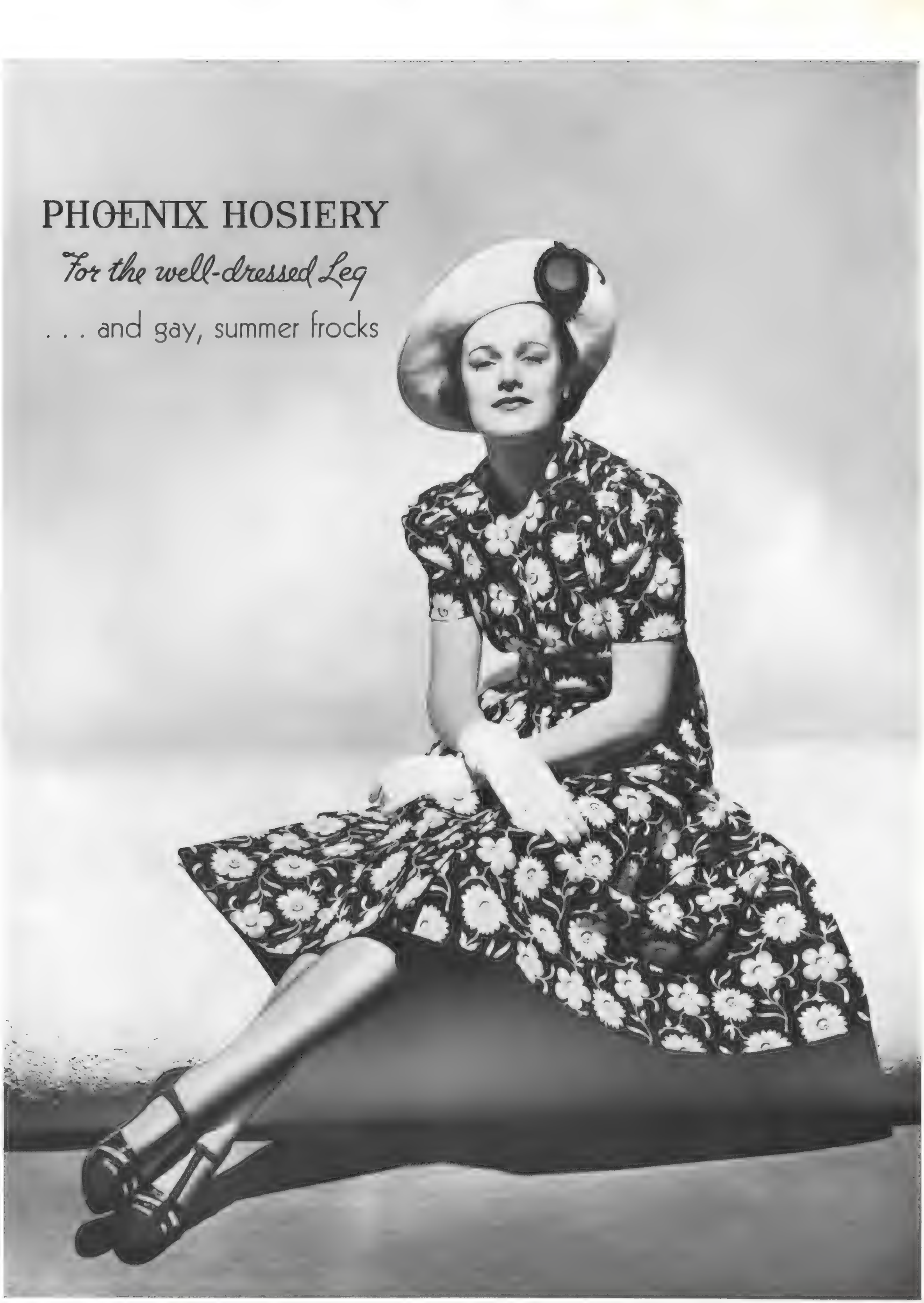
Lastex REG. U. S. PAT. OFF. ...THE MIRACLE YARN THAT MAKES THINGS FIT

An elastic yarn manufactured exclusively by United States Rubber Products, Inc., 1790 Broadway, New York City.

PHOENIX HOSIERY

For the well-dressed Leg

. . . and gay, summer frocks



du pont spun rayon *stars*



Bonwit Teller find Hopsacking perfect for their new and calmer umbrella gored skirt. Those bevelled buttons (idea fresh from London) are covered in hopsacking, too.

Hopsacking ... an American Debut

Hopsacking originated on hand looms centuries ago. Du Pont Spun Rayon is one of the youngest and most distinguished of all Du Pont's fine yarn developments. This type of rayon gives a softer-than-wool look . . . and, like all rayon, feels refreshingly cool to the touch. In it, Hopsacking is reborn the smart resort fashion of the year. The hand-loomed look remains. The weave is open, airy, and does not require constant pressing. Three weights are offered: medium—sheer supple—and sheer crisp. All are excellent for packing. We picture four from the Town and Country Shop collection of

BONWIT TELLER • Fifth Avenue • New York

DUPONT RAYON
REG. U.S. PAT. OFF.



TWO-PIECE WITH BEVELLED PIPING AND BUTTONS

SHEER HOPSACKING—SUPERB IN WHITE

THIS ONE-PIECE OPENS TO THE HEM LIKE A COAT



In flower-embroidered Celanese—as crisp as Shantung

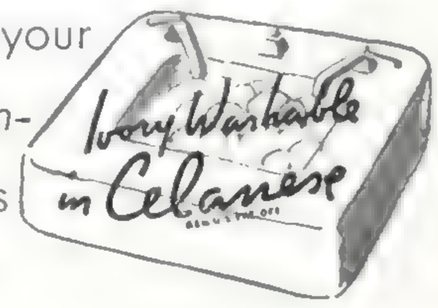
Newsl up-swing waistline—swing skirt—bolero jacket

Enameled zippers and dangles for youthful pizazz

Carolyn's REG. show window of new

When you next go window-shopping, you'll probably see these wonderfully becoming new dresses. So many leading shops all over the country feature Carolyn Fashions, you know. You'll be keen about the honest-to-goodness helpfulness of the washing tag which is attached to every one of these Carolyn dresses.

Each tag says "Wash only in lukewarm suds of pure Ivory Flakes." Each tells you exactly how to keep these attractive new Celanese weaves so fresh that you'll love them as much next September as you did at first sight. Experts have solved your washing worries—*with the non-fading soap*, pure Ivory Flakes . . . . . All dresses $19.95





Polka-dot bolero—trig one-piecer of Celanese crepe

Passementerie—stunning in Celanese

Tucked bosom—rows of stitching—for finesse!

IVORY-WASHABLES in Celanese

Carolyn Modes are sold exclusively in NEW YORK by ARNOLD CONSTABLE; in PHILADELPHIA by GIMBELS, and in PITTSBURGH by GIMBELS

Atlanta, Ga.	**Rich's**	Easton, Pa.	William Laubach & Sons	Lima, Ohio	R. T. Gregg Co.	**Seattle, Wash.**	**Best's Apparel, Inc.**
Allentown, Pa.	H. Leh	Elgin, Ill.	Joseph Spiess Co.	**Little Rock, Ark.**	Pfeifer Bros.	Sheridan, Wyo.	Baertch's
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Columbia, S. C.	Kohn's	Hilo, Hawaii	E. N. Holmes	Portsmouth, Ohio	Marting Bros. Co.	Washington, Pa.	Caldwell's
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Cumberland, Md.	Martin's	Jackson, Miss.	R. E. Kennington, Co.	Sacramento, Calif.	Hale Bros.	Wichita, Kan.	The Rorabaugh D. G. Co.
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Denver, Colo.	Denver D. G. Co.	Lexington, Ky.	B. B. Smith	**Scranton, Pa.**	Cleland-Simpson Co.		

For the name of the store in your city that sells them, write National Modes, 130 West 31st Street, New York City



✶ Carolyn masters a new art. Gives you "dress parade" tailoring and all the cool comfort of a pearl diver. Much of the credit goes to **KOAT·A·KOOL,** the fabric discovery that makes it possible. Silk and acetate. Creamy, *ice* creamy. Yours, in tailleurs, for a spotless Summer, wherever the spot you spend it.

*Reg. U. S. Pat. Off.

Carolyn *Modes are sold exclusively in* NEW YORK *by* ARNOLD CONSTABLE; *in* PHILADELPHIA *by* GIMBELS, *and in* PITTSBURGH *by* GIMBELS

Atlanta, Ga. . . . . Rich's
Allentown, Pa. . . . . H. Leh
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YOU
to be gay to music in any one of
these SNIA. fiocco* challis
or linen-like evening dresses. 19.95
SNIA. fiocco, the fibre for finer fabrics, is made by SNIA VISCOSA, world's largest producer of spun rayon staple fibre.
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NEW YORK CITY
JANE ENGEL . . 613 Ocean Avenue, West End, N. J. ADEM, INC. . . 111 Newbury Street, Boston, Mass. FRANCES NICHOLS . 1316 Chicago Avenue, Evanston, Ill. THE CHARLOTTE PARKER . 1709 H Street N. W., Washington, D.C. DOROTHY WOODWARD . 2460 Fairmount Blvd., Cleveland, Ohio CHEZ NOUS . . 122 East Delaware, Chicago, Ill. DRESS MART 205 East Franklin Street, Richmond, Va.



Chiffon, shirred, acquires a new look in an attractive one-piece dress with collar and cuffs of fluted organdy . . . field flower boutonniere . . . patent belt. A *Talon* placket fastener assures a snug fit.

A refreshing and colorful flower print . . . a clever twisted bodice that ends in a fringed end sash . . . short sleeves and low neck for summer comfort . . . a *Talon* fastener concealed in the side placket.



TO YOU . . . it has probably been a convenience that you wouldn't be without. To dress designers . . . it has become one of the most important fashion adjuncts of the year.

We're talking about the little Talon slide fastener you find concealed in the side plackets of the new dresses. For it's the Talon fastener that has provided the way to give waistlines the sleekness, hiplines the trimness that they must have in the new, close-fitting silhouettes.

Be sure your spring dresses are closed at the plackets with Talon slide fasteners.

Address all inquiries to Hookless Fastener Co., 71 West Thirty-fifth Street, New York, N. Y.



A neatly tailored print makes an equally tailored dress and a full-length fitted redingote . . . perfect for town wear. The short sleeved dress has pleats in the skirt, and a *Talon* fastener in the side placket.



White scallops printed on sheer marquisette are repeated in the trim little pique collar and cuffs of this afternoon dress. Pond lilies pull through the belt. *Talon* placket fastener for trimness.

All dresses on this page are creations registered with the Fashion Originators Guild . . . sizes 12 to 20 at leading stores.



MISSES' DRESS FASHIONS FOR MAY

Talon fastener, properly applied, is entirely invisible when closed.

HOOKLESS FASTENER COMPANY, MEADVILLE, PENNSYLVANIA

Talon fasteners give Sleeker Lines

Reg. U. S. Pat. Off.

THEY'RE ALMOST INDISPENSABLE TO THE FORM-FITTING SILHOUETTE NOW IN VOGUE



For summer afternoons, pleated chiffon in a pattern of stripes composed of tiny flowers. The neckline treatment is both flattering and new. A *Talon* placket fastener adds convenience to its chic.



Simple charm radiates from this one-piece, beautifully fitted and flared dress of linen. A row of bright tulips is appliqued across the front. A concealed *Talon* fastener accounts for a snug hipline.



A low-backed active sports dress in a gay pennant print with a border of stars, acquires a spectator look with the addition of its jacket. A *Talon* placket fastener keeps the dress ship-shape!



Linen in a new and indisposed-to-wrinkle variety makes a young princess dress. Narrow braid, in two colors stripes it around. A *Talon* slide fastener in the placket keeps the fitted lines intact.



Box pleats for action in the skirt of a two-piece sports dress in a smart, smooth crepe. A *Talon* fastener in the side placket keeps it snug at the hips. Contrasting belt, buttons, and handkerchief.

JUNIOR MISS DRESS FASHIONS FOR MAY

(Sizes 11 to 17)



Talon fastener, properly applied, is entirely invisible when closed.

The difference between a dress that's *right* and one that isn't might easily depend on how your side placket looks! That's the way things are this spring. Gaps, bulges, ripples...even at the placket...are not excused. Waist and hips must be as sleek on one side as the other . . . as trim as though your dress had no placket at all. You can be sure of achieving this effect only with the Talon slide fastener.

Ask for the Talon slide fastener in your new dresses. It's featured by leading stores.

Address all inquiries to Hookless Fastener Co., 71 West Thirty-fifth Street, New York, N. Y.

HOOKLESS FASTENER CO., MEADVILLE, PA.

Vogue Pattern Magic



One Vogue Pattern equals one smart costume . . . but two Vogue Patterns can equal three or even four different outfits. And such versatility is a Boon and a Blessing to summer wardrobes. If you want to know how the magic works, get yourself a copy of the June-July issue of Vogue Pattern Book at once. Here you'll find—in addition to the colourful parade of new summer designs—a portfolio of 15 wardrobe groups chosen by the Editors of Vogue.

Those famous fashion experts took a handful of Vogue Patterns and artfully traded jackets and skirts and dresses back and forth until they had created 75 different costumes! And each one is marked by the unmistakable air of chic for which Vogue Pattern designs are famous.

Once you've learned the trick, you can use magic yourself with your favorite group of patterns. All you need is a good needle in the house—and your copy of Vogue Pattern Book—to achieve a summer wardrobe that can go anywhere, for any length of time.

JUNE-JULY VOGUE PATTERN BOOK

35c at all good news-stands

SUMMER PROBLEMS
and Pattern Book Answers

Prob: To keep cool and crisp through long, wearing days in the city.
Ans: "A Warm Day in Town"—6 designs.

Prob: To provide a plentiful supply of clothes for the shore.
Ans: "Sun, Sea, and Sand"—costumes for smart beach combing.

Prob: To assemble the foolproof Week-End Wardrobe and put it all in one bag.
Ans: "I Had Everything I Needed" all Vogue-designed.

Prob: To look both smart and comfortable in the country.
Ans: 6 outfits for "A Warm Day in the Country" and "Cotton Lineup."

Prob: To have a variety of evening dresses because the same crowd comes to all the Club dances.
Ans: "Shades of Night" and "Lines to Learn"—8 solutions in all.

Not to mention such other brilliant answers as the spectator sports dresses, the 6-page portfolio of Vogue Couturier Designs, the perfect ensembles, the trouser quartet, the sheers and semi-sheers, the notes on becoming colours, fabrics, and trimmings, and Vogue's Coat Story—11 designs.



Fair and cooler



Kayser's SeaBreeze gloves start a summer style with a new mesh weave that cools the heat waves!



SeaBreeze* gloves are as nautical and cool as their name. Choose the mates for your summer clothes from a whole crew of new styles and fashion-right colors. All long-wearing, washable, made in U.S.A. $1.00 and $1.50.

"BE WISER . . . BUY KAYSER"

KAYSER

*Trade Mark Copr. 1937 Julius Kayser & Co.

MACRAE

Announcing the Coronation OF

Photograph by Paul Outerbridge, jr.

VANTA REX

HIS MOST EXCELLENT MAJESTY

The Baby

Soveeeign supreme of the Vanta World, Ruler of the Dominions of Layette and Knitted Fashions, King of Comfort, Defender of the Health, Emperor of Infants Wear

Uncontested before Babydom's Court of Claims is the choice of Vanta Baby Garments by these Royal Personages for their Coronation Wardrobes.

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2. Perfectly styled . . . full-cut . . . they fit.
3. Only the finest yarns are used . . . for softness and long wear.
4. All seams flat-locked and outside . . . guarding against irritation.
5. Many made from exclusive Vanta Silvalining Fabric.
6. Guaranteed as advertised by Good Housekeeping.



The DUCHESS of DOUBLE DUTY

Attending His Majesty . . . in Vanta's Famous Double Duty Training Panties which help to train the Royal Duchess at an early age.



KNIGHT of the ROYAL DIAPER

In his Vanta Knit Diaper . . . especially good for night wear because it has four thicknesses of absorbent material through the center.



PRINCESS SILVALINING

Appearing in her Vanta Double-Breasted Vest of soft Silvalining Fabric. It has neither pins nor buttons but fastens with bows of Vanta twistless tape. So it is adjustable as the Princess grows.



KNIGHTIE of NO BUTTONS

Flaunting his Vanta Knit Knitie . . . fastened without pins or buttons over his hands and feet so he's always kept warm and comfortable.



EARL of TEETHING BAND

In his Vanta Band . . . it won't slip off his shoulders. And it's made to support his diaper in the way it should be supported.

PREFERRED BY THE ROYALTY OF THE INFANT REALM

Vanta Baby Garments

"Air-parel"
REG. U. S. PAT. OFF.

AIR CONDITIONED
WEARABLES



Summer's coming—Be extremely Smart . . Be delightfully Cool . . Be wonderfully Comfortable in wearables "Air Conditioned" by the Brown Process. This new finishing process removes the surface lint or nap, opening the pores of the fabrics, making them about 20 times Cooler than ordinary finished fabrics. The new finish is permanent The fabrics are pre-shrunk, fast color and longer wearing. No starch is necessary in laundering. Washing and ironing will not destroy the ventilating qualities or the beautiful crisp finish You'll find "Air-parel" at smart stores everywhere. Ask for them by name

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BOOKLETS

You can simplify your shopping and learn more about many of the products advertised in Vogue by writing for these booklets. Just send to the companies at the addresses listed below and you'll receive the booklets. They're free unless otherwise stated.

BEAUTY CARE

UNDERSTANDING YOUR SKIN tells you how to use Marie Earle's make-up and gives a chart for correct make-up for individual face types. MARIE EARLE, DEPT. V, 423 WEST 55 STREET, N. Y. C.

COSMETICS FROM TROPICAL FRUITS. Sunclyme is a new cosmetics line made from sun-ripened tropical fruits. The four preparations and their ingredients are discussed in an interesting booklet. SUNCLYME, DEPT. V, MIAMI, FLORIDA.

DUBARRY HAND PRINCIPLE of skin treatment is fully described in DuBarry's booklet, with a chart showing you just what part of the hand to use, and how to use it. Home treatments for all complexion types are given with special suggestions for individual skin troubles. HUDNUT SALES COMPANY, DEPT. V, 113 WEST 18 STREET, NEW YORK CITY.

WARDROBE

"SKY-WEIGH" LUGGAGE. Boyle's wide-band duck luggage is described in a new folder. This luggage is thrice reinforced with leather bandings! BOYLE LEATHER GOODS CO., DEPT. 1800, 36 EAST 31 STREET, NEW YORK CITY.

THE MANUAL OF SANFORIZED-SHRUNK is an informative booklet that tells you all about the Sanforizing process, discusses the cost, and tells you the advantages of having Sanforized-Shrunk materials. SANFORIZED-SHRUNK, DEPT. V, 40 WORTH STREET, NEW YORK CITY.

HEEL LATCH SHOES are described in a new folder that tells you why these shoes will give you relief from aching feet. This new feature prevents the heel from slipping and supports the arch. ROBERTS, JOHNSON & RAND, DEPT. 2V15, ST. LOUIS, MO.

HOUSEHOLD

THE HEINZ SALAD BOOK is full of recipes for all types of salads and also includes suggestions for appetizers, canapés, and sandwiches. Many ideas to help you with summer menus. Please send ten cents with your request. H. J. HEINZ COMPANY, DEPT. V, PITTSBURGH, PA.

BEAUTY SLEEP—Wamsutta has a booklet written by Sylvia of Hollywood that gives you ten beauty-sleep hints—massage and exercise to make you sleep better. WAMSUTTA MILLS, DEPT. V, NEW BEDFORD, MASS.

BABY'S OUTFIT is a valuable booklet put out by the makers of Vanta baby garments and it tells you about their garments and gives valuable advice on the feeding, bathing and general care of babies. EARNSHAW KNITTING COMPANY, DEPT. V, NEWTON, MASS.

MORNING, NOON AND NIGHT is a brand new Wallace booklet that will help you settle the question of table-setting etiquette. There are photographs of each course for every meal in the day and night! Please send ten cents with your request. R. WALLACE & SONS, DEPT. V, WALLINGFORD, CONN.

THE ROMANCE OF NEEDLEPOINT is an interesting little booklet that gives directions for the various needlepoint stitches and tells how much Hiawatha yarn is needed for each stitch. DRITZ-TRAUM CO., INC., DEPT. V, 11 EAST 26 STREET, NEW YORK CITY.

TRAVEL

TO BANFF? An interesting illustrated booklet on Banff, Lake Louise and other Canadian lakes gives you all the information for a trip through the Canadian Rockies! CANADIAN PACIFIC, DEPT. V, MADISON AND 44 STREET, NEW YORK CITY.

ROMANTIC AUSTRIA is the title of a comprehensive booklet on Austria. There are many illustrations of this traditional land—a helpful map and many facts you'll want to know in planning your trip. AUSTRIAN STATE TOURIST DEPARTMENT, DEPT. V, 630 FIFTH AVENUE, NEW YORK CITY.

THE GREENBRIER OVERTURE is a beautiful booklet on White Sulphur Springs in West Virginia. The sports, climate, and scenic beauty are described in this booklet. WHITE SULPHUR CO., DEPT. V, WHITE SULPHUR SPRINGS, WEST VIRGINIA.

BERMUDA FOR YOUR VACATION? A complete booklet gives an outline of the history of these "Isles of Rest." There are many illustrations showing the beauty of the country, hotels and sports in Bermuda. BERMUDA TRADE DEVELOPMENT BOARD, DEPT. V, 500 FIFTH AVENUE, NEW YORK CITY.

LANDS OF SUNLIT NIGHTS presents the scenic beauty of the delightful Scandinavian countries, and suggests a number of comprehensive tours. Many maps will help you plan your trip. SWEDISH TRAVEL INFORMATION BUREAU, DEPT. V, 630 FIFTH AVENUE, NEW YORK CITY.

SEE THE WONDERFUL

Canadian Rockies!

Banff

LAKE LOUISE
EMERALD LAKE

HERE, set to a glorious symphony of majestic mountains and forest, snowy peaks and jade-green lakes, is the stirring *drama* of the Canadian Rockies! Trail riders and "Mounties", Swiss guides, Cowboys and Indian pageantry .... And poised mile-high in this Alpine Wonderland is *Banff Springs Hotel* — a magic castle, regal in appointments, gracious in its hospitality. Here all is colorful, brilliant, gay ... Smart, world-traveled people — bridge parties, soirées, dancing and concert music. Its outdoor activities include golf, tennis, swimming in warm sulphur and fresh water pools, trail riding, motoring over smooth roads to Lake Louise and Emerald Lake. *Banff Springs Hotel* has 600 choice rooms with bath; 38 de luxe suites —even the smallest suited for private entertainment. You will want to stay — not weeks, but for the Season.

Special tournaments and events: *Calgary Stampede*, July 5-10; *Indian Days, Banff*, July 23-25; *Banff Golf Week*, Aug. 23-28 ... *Banff Springs Hotel, Chateau Lake Louise* and *Emerald Lake Chalet* are open June 12 - Sept. 13.

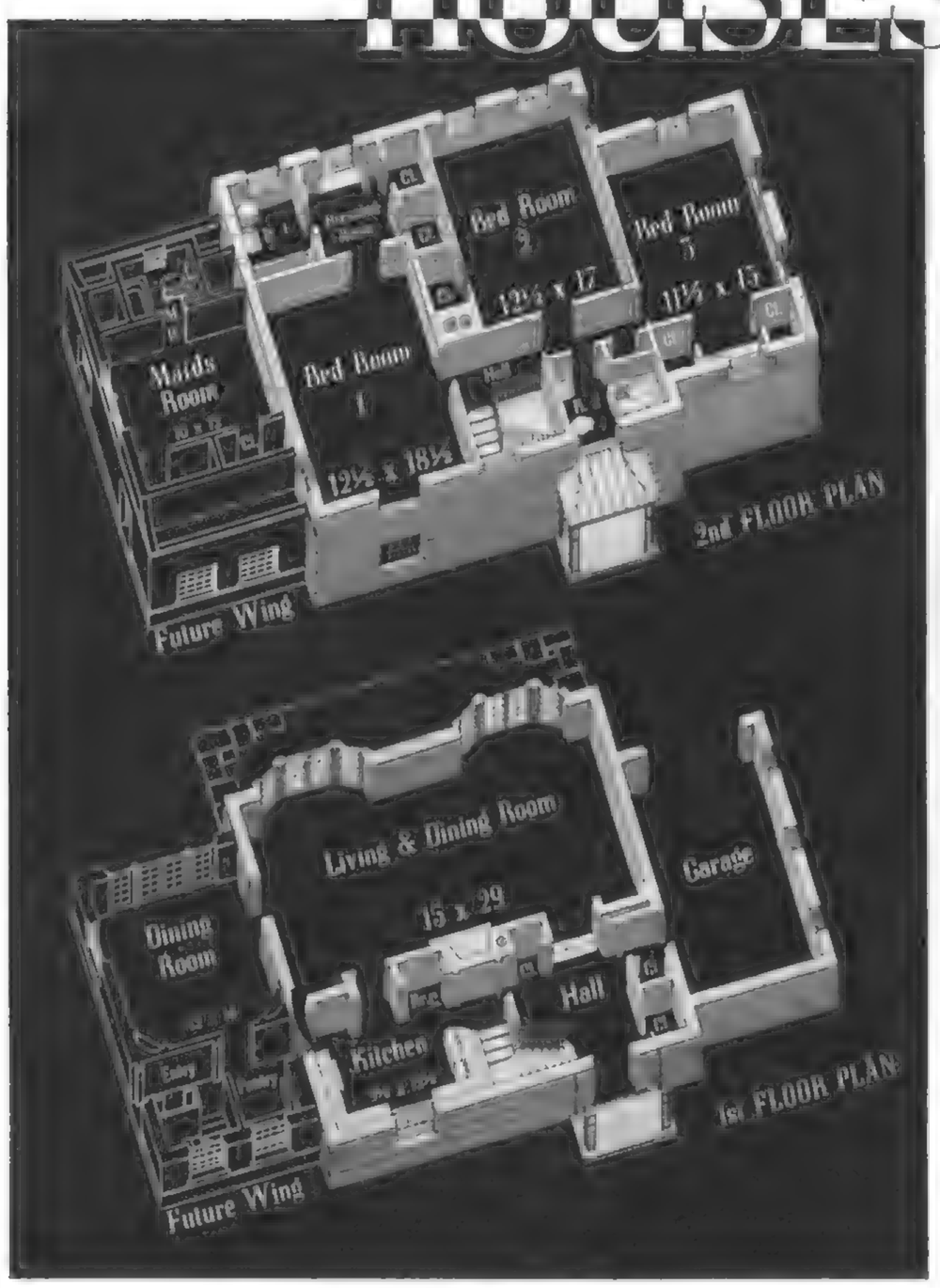
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AIR-CONDITIONED standard sleepers, diners, solarium-lounge cars on Canadian Pacific transcontinental trains. LOW ROUND TRIP FARES to Banff, North Pacific Coast, California, Alaska.

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418 Locust Street ST. LOUIS
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Merchants Bk. Bldg. INDIANAPOLIS
Fourth & Cedar Streets ST. PAUL
611 2nd Ave., So. MINNEAPOLIS
201 Waldheim Bldg. KANSAS CITY
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152 Geary Street SAN FRANCISCO
621 So. Grand Avenue LOS ANGELES
1320 Fourth Avenue SEATTLE
626 S. W. Broadway PORTLAND, Ore.
1113 Pacific Avenue TACOMA

HOUSES FOR TWO



See how House & Garden develops this plan in 3 architectural styles. Elevations, landscaping, interiors, and complete furnishings are shown in the May Double Number of House & Garden.

To THE Bride of 1937 . . . and to all brides, past, present, and future, who love nice things for their homes, House & Garden dedicates the second section of its Double Number for May. This second section is a 76-page, separately-bound Portfolio which comes tied to the regular issue of the magazine. It contains:

THREE HOUSE & GARDEN COTTAGES—developed in today's leading architectural styles, Colonial, Regency, and Modern, around the basic floor plan shown here. The landscaping, interiors, and complete furnishings for each cottage are worked out in accordance with its architectural style. An interesting feature of this compact and convenient plan is the indication of an additional wing which may be built later.

SURVEY OF NEW FURNISHINGS—planned particularly as a guide to the bride in assembling her trousseau but equally valuable to every woman who wants to keep her home charming and up-to-date. Included here are outstanding examples of china, glassware, silver, linen, blankets, bed spreads, kitchen utensils, and accessories. These were selected by House & Garden's editors from the 1937 spring markets.

FEATURES FOR THE BRIDE—including helpful suggestions for new housekeepers such as the arrangement of closets and kitchens—the management of servants. The tips on travel will be especially useful to honeymooners.

The May Double Number of House & Garden is now on sale at all good news-stands. Its first section, which corresponds in size and content to the regular issue, features New Gardens and contains House & Garden's usual inspiring collection of building and decorating ideas—its full quota of practical information and advice. You can have both sections for the price of the regular issue, just 35c . . . providing that you get to the news-stand before the "Sold Out" signal is up. Or, if you're not a subscriber, you can use the coupon (left) for a special introductory subscription including the Double Numbers for May and September.

To New Subscribers Only—5 Issues For $1

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Enclosed find $1 for which send the next 5 issues of House & Garden including DOUBLE NUMBERS for May and September

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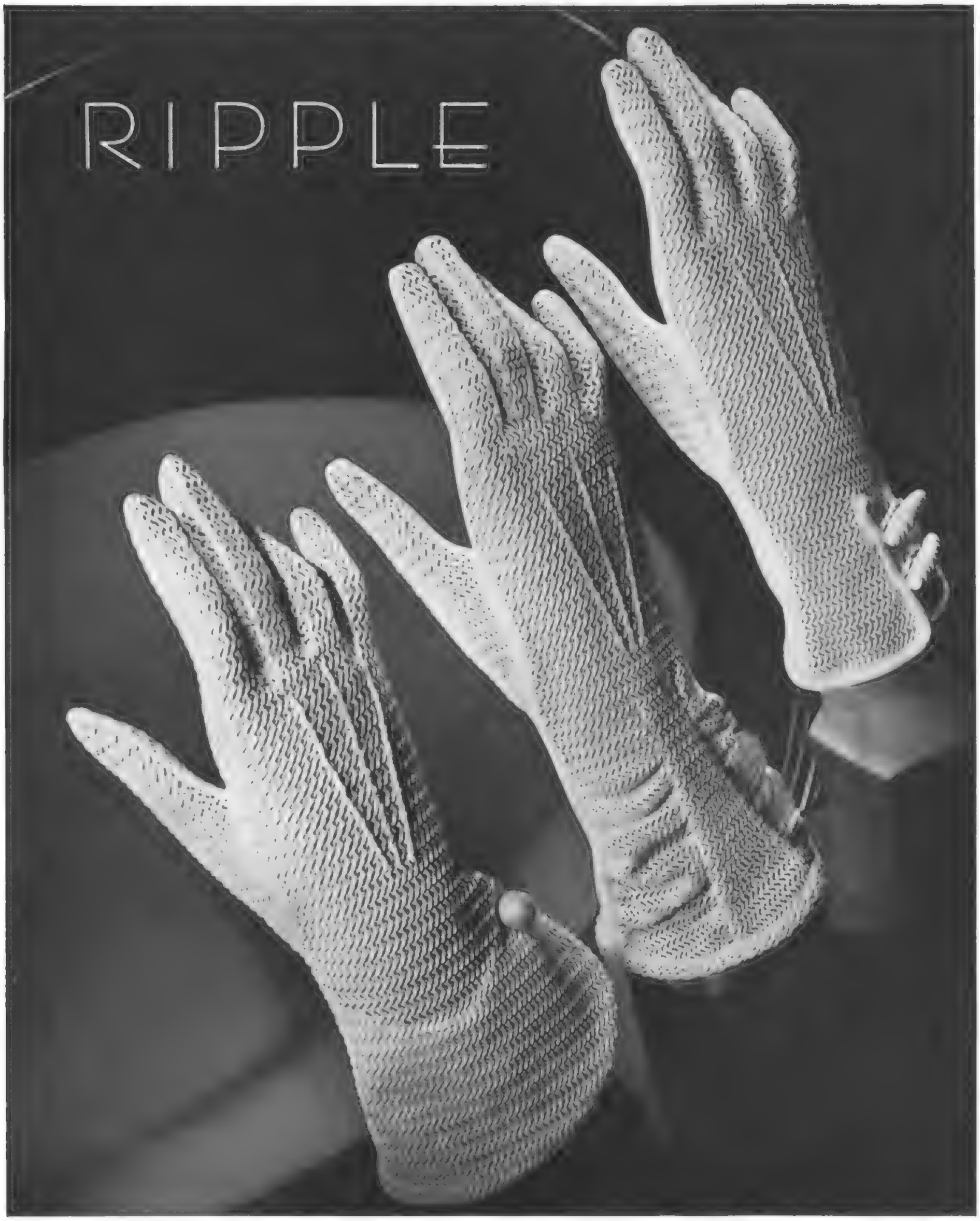
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House & Garden's May Double Number

Van Raalte GLOVES



CASTANET

FANDANGO

BOLERO

With RIPPLE and dash, Van Raalte has created as breezy a trio as you'll run across in many a warm summer day. "Castanet," at top, and "Fandango," next in line, have airy RIPPLE backs and solid palms. Gay "Bolero" is made entirely of RIPPLE, except for that pretty pearl button. In dazzling white or in an array of colors including black and navy—$1.

"because you love nice things"

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travelog

A DIRECTORY OF FINE HOTELS & RESORTS

ATLANTIC CITY HORSE SHOW. Atlantic City's huge Convention Hall is now taking on the appearance of a country estate. The entire floor is being covered with turf, and a series of jumps, water hazards, ditches, stile gates, fences and stone walls are being installed.

This transformation is taking place as the well-known New Jersey resort prepares to stage its eighth annual Horse Show, scheduled from May 11-15. This indoor exhibition at Atlantic City is fast becoming known as one of the most brilliant in the horse show world. More than 300 horses are expected to vie for the coveted ribbons and trophies this year, and using the attendance of past years as a gauge, Atlantic City is looking for approximately 90,000 visitors to witness the affair.

DECORATION DAY TENNIS. Decoration Day weekend should find the Australian and United States Davis Cup teams in the throes of the North American Zone Davis Cup finals. Barring accident in the preliminary round in which our netmen are pitted against Japan (and we're keeping our fingers firmly crossed), the matches will be played at the West Side Club, Forest Hills, Long Island, on Saturday, Sunday, and Monday, May 29, 30, and 31; and if you're looking for excitement over the holiday you'd do well to go to Forest Hills.

CALIFORNIA

Arrowhead Springs

Arrowhead Springs Hotel. Come to swim, ride, golf, tennis. 1800-acre landscaped grounds. Year 'round spa. 1½ hours to Los Angeles. H. S. Ward, Mgr.

Riverside

The Mission Inn. In the Old California tradition. Famous collections. All sports. Excellent cuisine. American or European Plan. Write for folder.

COLORADO

Brook Forest

Brook Forest Inn. A Swiss Chalet at 8,000 feet altitude. Saddle horses and tennis. Excellent food. Write for folder. Edwin F. Welz, owner.

Estes Park

Stanley Hotel. Nestled in the foothills of the Rockies, the vacationist's Paradise. All outdoor sports. Modern. Excellent food and sensible rates.

CONNECTICUT

Old Lyme

Boxwood Manor Inn. The delight of flower lovers. Quiet comfort. Golf, saddle horses, ocean bathing. A long, pleasant Summer. May 15th to October 15th.

MAINE

Northeast Harbor

Rock End Hotel. Exclusive resort hotel at seashore. On beautiful Mt. Desert Island. Golf, tennis, swimming, boating, riding, hiking. June 28 to Sept. 15.

Ogunquit

Sparhawk Hall & Cottages. At salt water's edge. Surf bathing. Golf, tennis, fishing, riding. Orchestra. Sprinkler system. Elevator. Ogunquit Playhouse.

MASSACHUSETTS

Boston

Hotel Puritan. An urban hotel—of distinction and New England good cheer. Ocean-fresh sea foods. 390 Commonwealth Avenue. Rates $3.50 up.

Nantucket Island—Nantucket

Ships Inn. Built in 1820. Modern annex. Attractive rooms with private bath or running water. Restful atmosphere. American plan. Rates on application.

Northampton

Wiggins Old Tavern and Hotel Northampton. An Inn of Colonial Charm. Springfield, Hotel Stonehaven, Glastonbury, Connecticut, Hale House. Excellent food.

Swampscott

New Ocean House. Where the New England Coast is most picturesque. Private beach. Best clientele. Open May 15. Booklet. Clement Kennedy, Pres.

MISSISSIPPI

Pass Christian

Inn By The Sea and Cottages. Always open. On private bathing beach. All sports. Paved roads. Climate ideal. Near New Orleans.

NEVADA

Lake Tahoe

Glenbrook Inn and Ranch. On most famous lake in West. Excellent golf, motoring, lake and mountain sports. One hour from Reno. Elevation 6225 feet.

NEW HAMPSHIRE

Hanover

Hanover Inn, on Campus of Dartmouth College, offers intellectual and recreational opportunities. Golf, tennis, riding, canoeing. Discriminating service.

White Mountains—Franconia

Peckett's-on-Sugar Hill. A resort appealing to discriminating people desiring a cuisine, service and clientele which is internationally renowned.

White Mountains—Jackson

Eagle Mountain House. Overlooks Wildcat Valley rimmed with mountains. 600 acre estate. Golf, tennis, riding, swimming. Cottages. June 12—Oct. 15.

White Mountains—Jefferson

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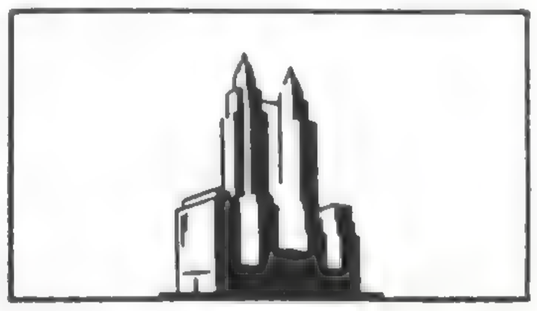
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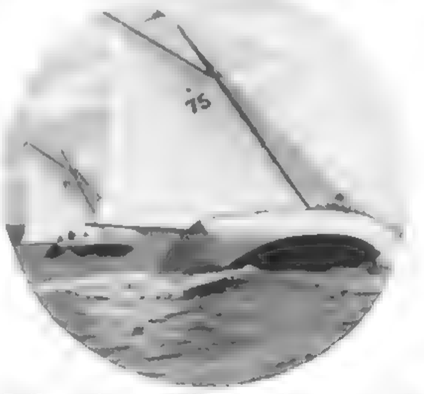
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MADISON NEW JERSEY

SATURDAY, MAY 29, 1937

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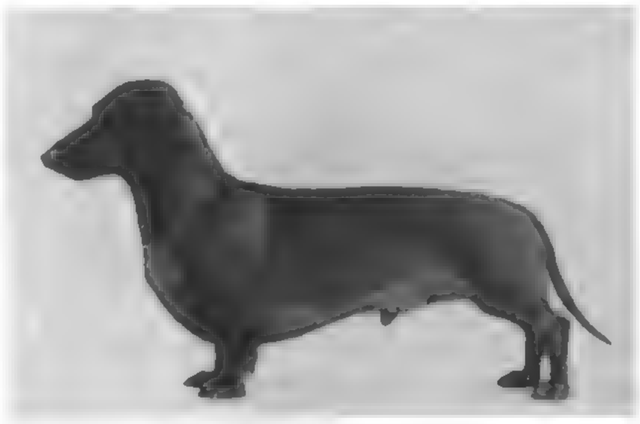
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THE DOG MODE OF VOGUE



Mrs. Dodge presents the 1936 Best in Show Award to A. L. Haskell's Harrier, Ch. Mr. Reynal's Monarch

Madison's Show

MAY means many things. To some, it is beautiful flowers and brilliant green grass and foliage. To others, it stands for deep blue skies, flaked with light cumulus clouds, with warm breezes reminding them of summer days ahead. But to dog fanciers, it stands for one thing—that incomparable bench show, Morris & Essex.

The last Saturday of each May, the Morris & Essex Kennel Club is host to American dogdom and its friends on the polo field at Giralda Farms, the country home of the club's chief founder and patron, Mrs. M. Hartley Dodge, at Madison, New Jersey. And so exceptional is this show that, in the brief ten years of its history (the coming fixture is the club's eleventh), it has meteorically risen to one of the world's biggest and best known.

When Mrs. Dodge was joined by her husband and some of their friends in organizing the Morris & Essex Kennel Club a little over a decade ago, they had in mind the giving of a show which would be regarded as ideal by the regular followers of the sport. At that time, there was considerable grumbling and dissatisfaction over slender purses in competition at many shows, often under mediocre judges. Breeders and exhibitors were clamouring for more shows where their good dogs come before real judging, experts whose placings would carry with them something more material than ribbons and glory in the way of prizes. (Continued on page 44)



The Class for the American-bred dogs in Saint Bernards is brought before Judge Joseph H. Fleischli, of Illinois



Blakeen's Int. Ch. Nunsoe Duc de La Terrace captured 9 Best in Show awards at 18 leading shows; 16 firsts in the Non-Sporting Group, and Best of Breed every time shown



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Obedience comes naturally to Blakeen Poodles



Blakeen Café holds his own under the gun



Blakeen Café Parfait retrieves a live duck

THE DOG MODE



As Morris & Essex swings into the height of the early afternoon's breed-judging, at its tenth annual show

(Continued from page 42) Designed to be primarily "The Exhibitors' Show" (the club has since adopted that as its slogan), Morris & Essex from the very first made an exceptional appeal. The very best judges were obtained, frequently from far quarters of the world. A big cash purse was placed in competition, and, from the very start, an unparalleled collection of sterling silver trophies added. An unusual setting is provided by the polo field at Giralda, cut out of the woods on a plateau to the west of Madison. And permeating it all has been an exceptional air of hospitality, an atmosphere not easy to nail down in words, but one of the most potent factors in the unprecedented growth of the show to the place it holds in American kennel affairs. Fanciers agree "there is nothing quite like it."

Drawing on her own experience as an exhibitor, Mrs. Dodge has spared no expense nor left anything undone that might contribute to the comfort of the exhibitors. For this day, they are guests of the club, catered to in every way. They have a part in one of the most colourful shows imaginable. It would require a master word-painter to do justice to the setting: the judging rings laid out on the turf, rolled to perfect smoothness and made green by weeks of attention; the huge tents along the sides of the field; the pennants, fluttering from their standards in the judging rings and strung along over the benching tents; and, of course, the added



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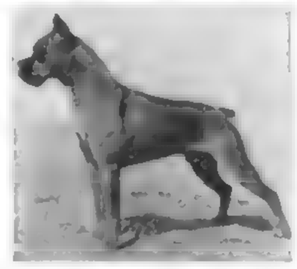


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OF VOGUE . . . .



Here, Dalmatians are being put through their paces, with the white tents of Madison in the background

colour that comes from thousands of people and thousands of dogs moving about, from rings to benches and back again.

"On to Madison!", the rallying call of exhibitors one has heard each May, has attained greater volume this year. It would not be at all surprising if, when all the tabulating is completed, there should be more than four thousand dogs in this year's competition. Visioning a continuation of the show's expansion, greater facilities than ever before have been provided. New tents have been designed to stretch along the sides of the field in a double row, with sufficient accommodation under them to place judging rings near the benches, if showers should preclude judging in the open.

This year's show is to see the distribution of $20,000 in cash prizes and another big collection of sterling silver trophies to be won outright. In keeping with the Madison spirit, it is the practice here to encourage the American breeders by offering special sterling silver trophies in every breed, memorials to the late M. Hartley Dodge, junior. There are other trophies, named in honour of the judges, for best of each breed and, of course, larger pieces for the group winners and best in show.

This year, the country's biggest show has delegated to Dr. Samuel Milbank, of New York, chairman of the country's oldest fixture—the Westminster—, the task of selecting best. Backing him up is one (Continued on page 46)



"Int. Ch. Tang Hao of Caversham-Catawba"

Best Pekingese and Best Toy 1937 Westminster Show
Judge—Mr. Alva Rosenberg
Best Pekingese and Best Toy 1937 Detroit Show
Judge—Mr. Frank Downing
Best Pekingese and Best Toy 1937 St. Louis Show
Judge—Vincent G. Perry

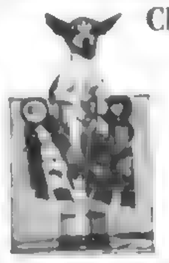
THE Pekingese of Catawba



"Sun Boi of Harborough-Catawba"

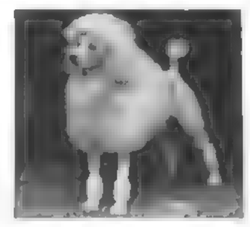
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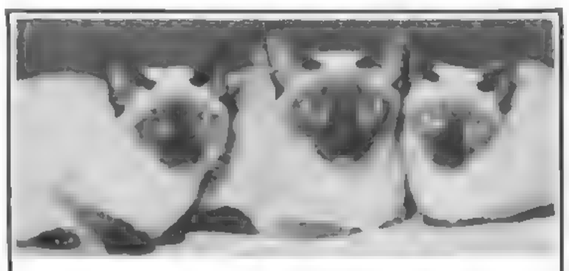
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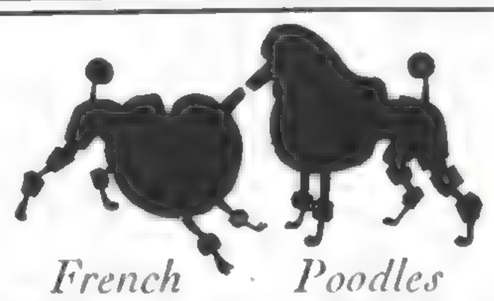
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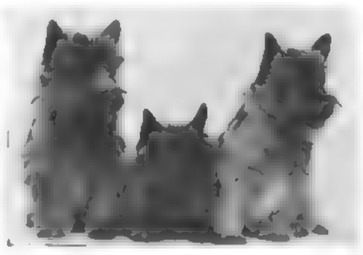
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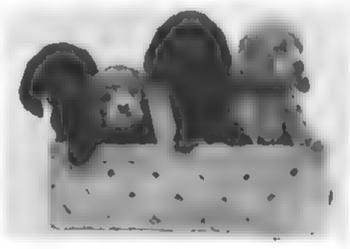


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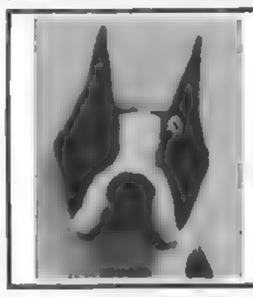


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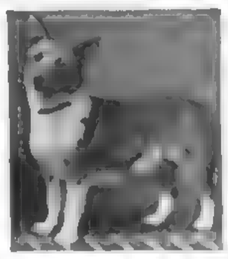
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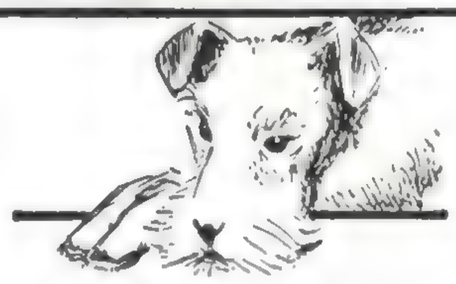


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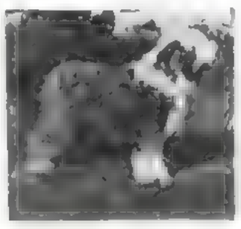
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THE DOG MODE



All the colour and glamour that's Morris & Essex—the Giralda Farms polo field as the morning's judging begins

(Continued from page 45) of the greatest corps of experts ever brought together. It is a fine commentary on American experting that almost all of this group are from this country, although several will come from distant sections to bring a fresh view-point to Eastern breeders. Miss Joyce Esdaile will travel all the way from Kenya, East Africa, to do the Norwegian Elkhounds.

Dachshund fanciers are especially fortunate in having Fortmeister Marquardt from Uckermark, Germany, to pass on their breed. The German system of rating will be used—"V," "S.G.," and "G" ("Excellent," "Very Good," "Good")—, and Herr Marquardt will also sign individual, specially engraved certificates of merit attesting to the particular rating of each dog. It is because of this and the expected large entry that it has been decided to do the males of this breed on Friday, the day preceding the show, and leave Saturday free for the judging of the females and the specials.

The six variety groups have been assigned to veteran all-arounders who have been judging at shows from one end of the country to the other and are known to all regular show followers. George S. Thomas is to pass on the gun-dogs; Enno Meyer, the hounds; Vinton P. Breese, the working dogs; Alfred Delmont, the terriers; Mrs. Delmont, the toys; and Colonel M. Robert Guggenheim, the non-sporting group. In addition to their group assignments,

OF VOGUE. . . .



The competition is keen, with every Pointer showing in top form as the judge lines them up for the final class award

Mr. Thomas will have the Irish and Kerry Blue Terriers; Mr. Meyer, the Boxers and St. Bernards; Mr. Delmont, the French Bulldogs, and Colonel Guggenheim, the Bedlington Terriers.

It has always been the practice at Madison to have sufficient judges to keep the show up to schedule, despite its tremendous size. There are sixty-one experts on the list this year, most of them passing on a single breed, only the less popular varieties with comparatively few entries being grouped under single judges. Thirty-three specialty clubs are making the Madison classes their breed fixtures, which means, of course, that each of these has an individual judge.

If space permitted, it would be possible to point out the special qualifications of each of the experts. But each is so well known in his breed that such detail would be unnecessary so far as the regular show followers are concerned. For the gun-dogs, there are Dr. D. H. Nissley of Lancaster, Pa., with Wire-haired Pointing Griffons, German Shorthairs, and Golden Retrievers; Philip Schwartz of Suffield, Conn., Pointers; Walter Roesler of Great Neck, L. I., Chesapeake Bays; Mrs. Morgan Belmont of New York, curly-coated, flat-coated, and Labrador Retrievers; F. L. Wolfenden of San Francisco, English Setters; William Cary Duncan of North Brookfield, Mass., Gordon Setters; William Henry of Tulsa, Okla., Irish Setters; (Continued on page 149)

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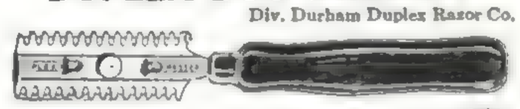
IT'S A SERIOUS MATTER

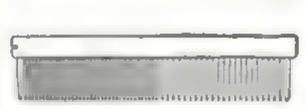


Cocker Spaniels of Midbrook Kennels

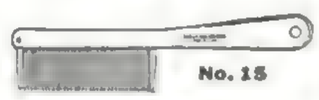
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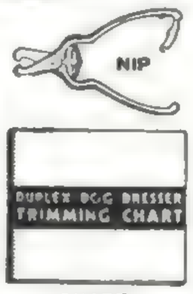


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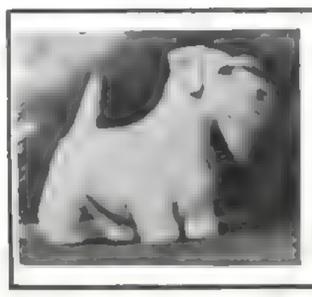


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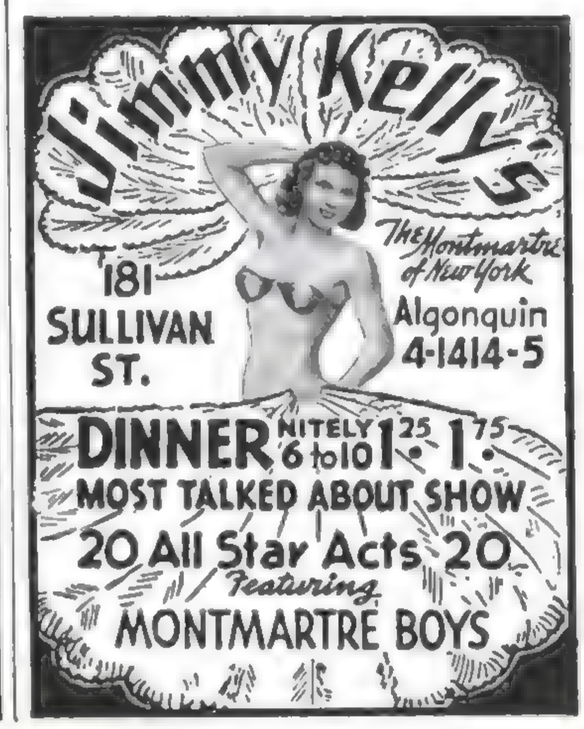
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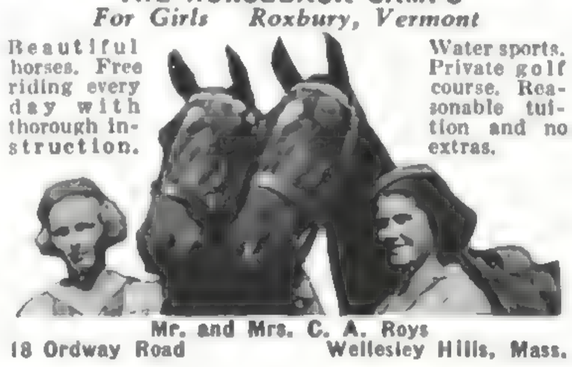
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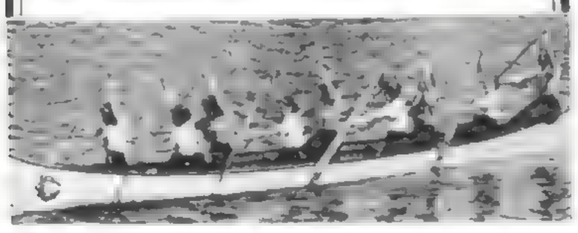
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Vogue Covers

Serial story

Any of you who have peered longingly over fences at the grounds and gardens of scenic Westchester estates now have a chance to go inside the pale and see some of them first-hand. You can smell the flowers, and even sit on the greensward.

All this comes about through the Westchester County Children's Association, which is renewing its Garden Day Series. Every Saturday afternoon for several weeks, beginning May 8, prominent residents blessed with spectacular landscapes and landscaping are letting down the bars, and, for a dollar an afternoon, you may wander all over the grounds with as much aplomb as if you were visiting royalty. Every week a different house is on display, and from two to six you may browse, absorbing atmosphere and tea. If you're really serious about investigating, you may buy a season ticket for the Garden Days, and enjoy the glow that comes from helping along a good cause.

Whether you like your flowers in formal gardens or just scattered around the countryside the way they happen to fall, you can find your element on most of the estates, which have massed tulip-beds and monotone gardens in one part, and acres of natural-growing dogwood and laurel in another. There are sun-dials and bird sanctuaries, streams and rock-gardens, views and vistas. Most of the estates look out over vast expanses of land or sea, and these panoramas alone are worth the price of admission. Some of them, done up in the Poussin style, have unexpected groups of statuary.

The Westchester County Children's Association is an active organization dedicated to child welfare; it cares for dependent children, it works out such projects as camps, vocational guidance, and recreation services. In brief, it assists the public departments in work which could not be financed by public funds.

Among the members who are throwing open their grounds on the Garden Days are Governor Herbert H. Lehman and Mrs. Lehman, Mr. and Mrs. John Henry Hammond, Miss Anne Morgan, Mrs. William K. Vanderbilt (Wednesday, May 12), Mr. Charles N. Edge, Mr. Samuel Untermeyer, Mr. and Mrs. Robert Ludlow Fowler, junior, and Mr. and Mrs. Richard Mandel.

Glad(stone) tidings

That rather conservative and very popular hotel on East Fifty-Second Street, just east of Park Avenue, the Gladstone, has blossomed out this spring with several innovations. The manager, Gustave Tott, who has a way of knowing what the public wants, has announced his Theatre Restaurant—which means another place to keep in mind on those nights when you want to reach Broadway promptly by curtain-time.

The quiet, attractive dining-room of the Gladstone has installed a buffet table on which chafing-dishes facilitate prompt service. The three-course dinner is around $1.50—and an unusually good dinner it is, this hotel having long been noted for excellent cuisine.

Another new innovation is a series of "Gladstone Nights," the bright idea of Hans Waegen, who has some interesting tricks up his sleeve in connection with these "cook's-night-out," Thursday-night affairs. When you attend a Gladstone Night, the price of your dinner ticket also includes an amusing entertainment to follow. But let us advise you that the entertainment charge is tacked onto the price of dinner—you can't expect Noel Coward, for instance, for $1.50. And on Thursday nights, you must be set for whatever may come since the price of admission covers the evening's surprise ending. It may be the opening of a new film, a seat at the circus—or a number of out-of-the-ordinary diversions that Mr. Waegen is planning. All of which sounds as if this spring promises to be a gala one at the Gladstone.

Cockcrow

Whether you call your hunger Epicureanism or appetite, Le Coq Rouge, 65 East Fifty-Sixth Street, is one of the best places to satisfy it. New Yorkers from away back can tell you all about the inspired French

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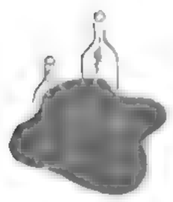
the town

cuisine; they can describe the change in interior decoration year by year. They know all about the friendly atmosphere, and they mention with thanksgiving the lack of plush, palms, and platinum-blond cigarette girls.

If you stop at the bar, ask Harry to make you a Crusta; it comes in an Old-fashioned glass, which is rimmed with powdered sugar and lined with the peel of a whole lemon, and combines lime-juice, maraschino, and Jamaica rum in one of the most pleasant potions you've ever tasted. While it's reviving you, ask one of the bartenders to show you the glass-balancing trick or the key trick, or take a guess at how many coins can be dropped into a full cocktail glass. (This is going to surprise you.)

Recently Le Coq Rouge has added to its regular menu special Italian dishes—classics in their own right. (Don't look for spaghetti and meat balls—nothing as banal as that.) For dinner, you might begin with *Prosciutto e Melone*, Italian ham sliced very fine with melon, and proceed through *Minestra Bianchi*—chicken broth rich with rice, pease, and chicken liver—to *Pollo à la Sassi*—chicken roasted in white wine, to which you add the accompaniment of Italian red wine, *Corvo*, 1922. Or Veal Cutlet Sassi—veal escalopes cooked in butter, Asti wine, and sage. Fitting accompaniment for this is a dry white wine, *Corvo Prima Goccia*, 1922. And by this time you'll go on by your own momentum to *Profiterolle Coq Rouge, profiterolle* stuffed with strawberry ice-cream, served with glazed apricots and violet crumbs.

Wine Cellar



No sooner had this department's wail about New York's lack of a wine bar appeared in print than several readers wrote in saying, "But don't you know about the Wine Cellar on West Fifty-Seventh Street?" So we rushed out to see how the place stacked up to the one we had in our mind's eye. And it "stacked" very well indeed. The Wine Cellar at 100 West Fifty-Seventh Street is in the basement, as its name implies, and the wall back of the bar is lined with rows of kegs, from many of which wine is on tap. Along one side of the room, there are racks on which wine-bottles are placed invitingly. Waitresses in gay peasant dresses pass jugs of claret, Burgundy, or Sauterne. A low-vaulted ceiling and several nooks give the proper feeling of intimacy.

The proprietor of the Wine Cellar, S. J. Atkin, was inspired to try his experiment on New York after a visit to the Coast, where he found people more wine-conscious than in the East. Though the Wine Cellar has a well-selected stock of imported vintages, Mr. Atkin likes to promote interest in our domestic wines. In order to do this, he serves the largest jugs of *vin ordinaire* we have ever seen for the few cents charged.

The cuisine at the Wine Cellar is really excellent. For a small charge (around a dollar), you are served a dinner that, for its main course, includes such things as ham cooked in Burgundy, lobster Newburg, sweetbreads *sous cloche*, or (the pet plate of the house) boneless chicken stuffed with rice, mushrooms, chicken livers—all cooked in a white wine sauce. The Wine Cellar is a step in the right direction—good luck to it.

More smörgåsbord

Considering the size of Sweden, it seems to us that our town has an unusually high percentage of Swedish restaurants. The latest one that has come our way is a gay little place at 22 West Fifty-Sixth Street, called simply the Swedish Restaurant.

Small, cheerful, and cosy, this restaurant has been decorated charmingly with pictures of Swedish village and country life done in brilliant colours on dead-white walls. The waitresses are dressed in picturesque peasant costumes, and one of the popular features of the place is a bar replete with such specialties as *schnapps* (that powerful vodka-like accompaniment to their elaborate hors-d'œuvres) and *glögg*, a special Swedish spice wine. *Glögg*, as those of you who've been on North Cape cruises know, is best when served hot. If you ever feel chilled to the bone and are in the neighbourhood of West (Continued on page 58)



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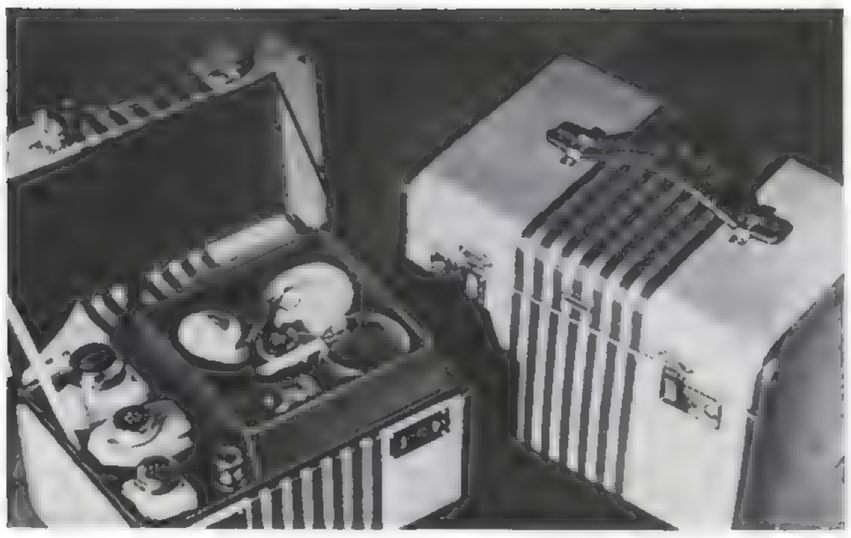
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SPRING AND CORONATION . . . TWO EXCITING REASONS FOR A NEW COIFFURE, A NEW PERMANENT WAVE BY CHARLES OF THE RITZ.

VOGUE COVERS THE TOWN

(Continued from page 57) Fifty-Sixth Street, rush to this Swedish bar, and we guarantee that you will be warmed more quickly and effectively than ever before.

The Swedish Restaurant serves the usual type of Scandinavian cuisine—plus staple American dishes. Personally, we find that a meal consisting solely of *smörgåsbord* (the devastating Nordic version of hors-d'œuvres) and a dessert of tiny hot pancakes served with Swedish cranberries—these two items are definitely a meal. And at luncheon, the cost is less than a dollar—slightly more at dinner.

Chez Elle



You may remember the tall, handsome, dark French girl who used to be a hostess at Tony's on West Fifty-Second Street. Well, Maud is now holding forth on Forty-Ninth Street between Lexington and Third Avenues in her own place, Chez Elle.

In spite of all the restaurants in our midst, New York is always ready to take unto itself yet another—that is, if said restaurant has a *raison d'être*. Which Chez Elle most certainly has. Small, cosy, and full of Gallic atmosphere, this, our latest *boîte*, will very likely have a rosy future.

The cuisine is excellent and very French—the rather limited menu is shown to you (by Maud herself), chalked on a small slate. The place reminds you of the way Twenty-One used to be in its early intimate days. In fact, some of the old Jack and Charlie habitués often drop into Maud's—probably for the nostalgia of those dear dead Prohibition days.

Chez Elle isn't "a nice little inexpensive French table-d'hôte place." Not at all. The menu is à la carte, and, though not exorbitant, it's certainly not cheap. Friday there is a *plat du jour*, which is apt to be your best bet. Maud's *coquille* is a specialty of the house—and one of the best you have ever eaten. The one room is quite small and is generally filled—especially at dinner-time. Book a table ahead. Telephone ELdorado 5-7942.

O. Henry haunt

Those of you who live near Gramercy Park probably know about Pete's Tavern, that old-world bar and restaurant on the corner of Irving Place and Eighteenth Street. But we believe there are far too many New Yorkers who are wholly ignorant of this interesting little place so full of atmosphere.

Pete's Tavern will go down in history as the favourite habitat of O. Henry, who used to live in the neighbourhood. His pet table (a nook near the bar) is almost a shrine and is usually booked up well ahead. Some of our present-day intelligentsia—Ernest Boyd, for instance—are regular patrons of Pete's, as are members of the near-by Player's Club and the artistically inclined residents of this nice old part of New York.

The cuisine offers simple sort of fare—chops, steaks, seafood, and the like (if pineapple cheese-cake should appear on the menu the day you're there, don't miss it). The domestic wine served at Pete's is of a quality that should help build up a taste for our native vintages. But for those who want a real kick, the bar dispenses a mystery cocktail, which has been christened "The Lost Blend" after O. Henry's yarn bearing that title. As a final pæan of praise, Pete's prices are perfectly ridiculous—a delicious three-course luncheon for less than seventy cents!

Sweet music

In many restaurants about town, we've recently been enchanted by the soft music that was wafted out from—somewhere. Though sounding like an orchestra, there was none in sight. Nor could one detect the mechanical goings-on usually heard when records changed on a phonograph.

We finally tracked down the source of this music. It is Muzak, which, in case you've never heard of it before, is the name of a company that sends you music over special telephone wires hooked up from their central plant. You probably have heard Muzak played in hotels such as the Barclay, Waldorf—and in many of our smaller restaurants.

Muzak has music on tap twenty-four hours a day—programs such as you'd hear played by a good hotel orchestra. It is not continuous—pauses occur every so often, just as intervals at concerts. The programs are chosen with care—waltzes and light operatic selections during lunch, tea-time, and dinner; lively airs for cocktail time and gay music during the evening up until dawn, after which something very pianissimo is apt to be chosen for the zero-hours of early morn.

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VOGUE COVERS THE TOWN

The reason we mention Muzak here is that they have now started a service for private houses, as well as public places. Such service isn't for every one—it's not a cheap whim to cater to—but definitely for those who can afford to have whatever they want when they want it. Walter Chrysler has had Muzak installed, likewise the Myron Taylors and Bill Gaxton. Others are bound to come to it as the charge for installation is lowered. The cost is around $25 a month (less, if one or more people in the same building can use the same wire), and you're given a rebate for those months you are away and don't use the service.

Muzak is not for the masses—but it's a marvellous luxury for music-lovers who want the nearest approach to natural-sounding canned music that we've ever experienced.

What this town needs

There must be some enterprising food shops that will make a habit of having at least one daily (and varied by the day) hot dish that need not be ordered in advance to be delivered to your door on half-an-hour's notice. And a salad to match, with the dressing freshly mixed in a separate bottle. Any one of the dozens of casseroles would do, with a few minutes under your own broiler to make it really hot. With this service, cocktail parties can be made to coincide with the cook's night off; lingering guests—until they learn your secret—will leave in search of their own dinners; and you can recover in the peace and quiet of your own quarters. The service could be enlarged to include rolls and a flask of really black coffee, and even a dessert.

And with summer coming on, where is that river-moored barge-restaurant we have thought about for so long? (About four years now.) It has been done in Paris, as we know, and touched upon here off Fifty-Second Street, but it is still an almost open field for some one. All you need, besides the usual restaurant permit and the essential barge, is a good deal of bright awning, a number of chairs, tables, and benches, some house-boat planting, and a good cook. The clientele, with almost every one living within a block of the East River, will be something you needn't worry about if the quality of the food keeps its promise after the first two weeks.

And how about some al fresco music of an evening rather nearer than One Hundred and Thirty-Eighth Street? Central Park is large enough to hold more than one band, and some of us would rather hear a poor orchestra than a good band anyway. The WPA music units, with their recent and successful concerts in the old Café de Paris, should look into this, and, while it would be hard to confine music in the open air, a good many of us would pay for seats at ringside tables.

Town gossip

May twelfth, the day of the Coronation of George VI, of England, will be celebrated by a brilliant Coronation banquet to take place in the grand ballroom of the Waldorf-Astoria, under the sponsorship of the English Speaking Union.... National Music Week starts May 2.... The St. Regis has inaugurated a series of Neapolitan Nights in the Maisonnette Russe.... An exhibition covering some contributions made by chemistry to current styles is being held at The New York Museum of Science and Industry.... The final major exhibition at the Museum of Modern Art consists of one hundred and fifty facsimiles of prehistoric rock pictures from the famous Frobenius Collection at Frankfort-on-Main.... You may see the World's Fair in miniature on the first floor of the Empire State Building.... Barney Gallant's new restaurant is number 86 University Place.... The background, achievements, and foibles of Babe Ruth, Edna Ferber, Charlie MacArthur, Major Bowes, Alfred Lunt, and fifty other celebrities have been made into coats of arms and used by Dean Cornwell as decoration in the newly-opened Raleigh Room at the Hotel Warwick.... The work of Marguerite Duprez Lahey, one of the great bookbinders, will continue on view at the Pierpont Morgan library until May 8 and is open to the public daily, except Sunday, from 10 A.M. to 4 P.M.... Vanda Mara (Mrs. David O. Shoemaker) is making an enormous success as a night-club singer at the Club Bali.... The fifth regular season of popular-priced grand opera is in swing at the Hippodrome. Operas will be presented throughout the spring and summer on Friday, Saturday, and Sunday evenings, with matinées on Sundays. Undoubtedly, the New York Hippodrome Opera Company will repeat this year its success of last year.

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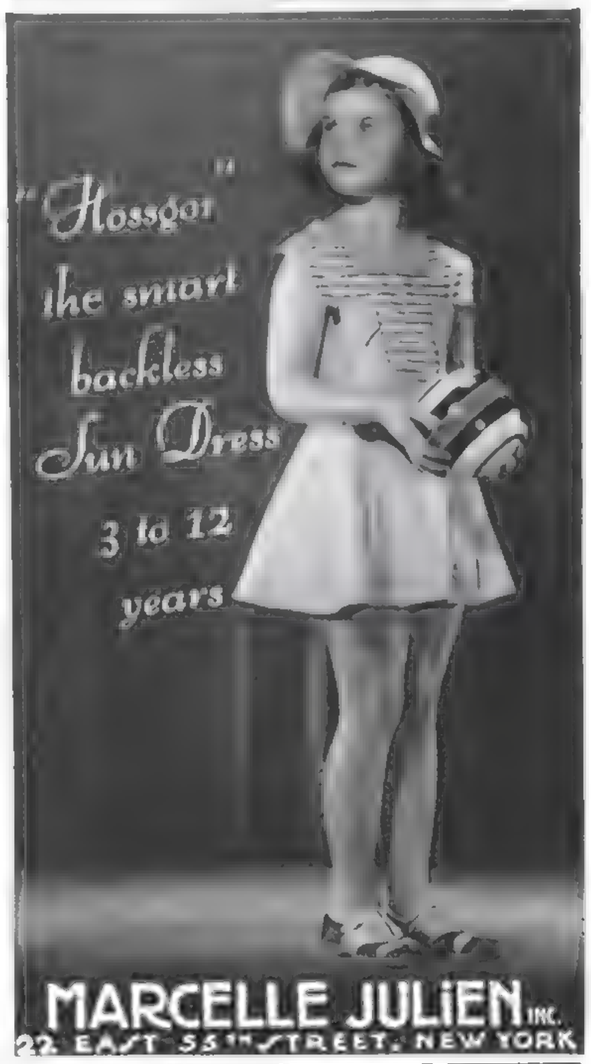
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SOCIETY

BIRTHS

NEW YORK

Ames—On March 14, to Mr. and Mrs. Amyas Ames (Evelyn I. Perkins), of Greenwich, Connecticut, a daughter.

Carpenter—On March 22, to Dr. Cedric C. Carpenter and Mrs. Carpenter (Ottilie E. Schreiber), of Summit, New Jersey, a son.

Gardner—On March 15, to Mr. and Mrs. Richard Kidder Gardner (Mary Lambert Bowman), a daughter, Mary Faith Gardner.

Knowles—On March 24, to Mr. and Mrs. John Appleton Knowles, junior (K. Louise Powers), of Harrison, New York, a daughter, Anne Ballard Knowles.

Rintoul—On March 27, to Mr. and Mrs. Stephen R. Rintoul (Mary R. Barry), of Riverside, Connecticut, a son, Robert Rintoul.

Stetson—On March 21, to Mr. and Mrs. Eugene W. Stetson, junior (Grace Stuart Richardson), a daughter, Nancy Page Stetson.

Wilkie—On April 3, to Mr. and Mrs. John Wilkie (Dorothea W. Jones), of New York and Poughkeepsie, New York, a daughter, Dorothea Wrenn Wilkie.

BOSTON

Rein'l—On April 2, to Mr. and Mrs. Robert L. Rein'l (Violett Robbins), of Cambridge, Massachusetts, a daughter.

ELMIRA

Thompson—On March 12, to the Reverend W. Paul Thompson and Mrs. Thompson (Helen Bruce), a son, Michael Bruce Thompson.

HOUSTON

Baker—On February 5, to Mr. and Mrs. Malcolm Baker (Anita Stewart), a son, Malcolm Baker, junior.

LOS ANGELES

Keely—On February 14, to Mr. and Mrs. C. Clarke Keely (Beatrice Sargent), a daughter, Anne Virginia Keely.

PARKERSBURG, WEST VIRGINIA

Alexander—On February 25, to Mr. and Mrs. Edward Eugene Alexander (Sarah Lyon), a son, Edward Eugene Alexander, junior.

Crow—On March 2, to Mr. and Mrs. Frank Crow, junior (Adelaide Cooper), of Uniontown, Pennsylvania, a daughter, Barbara Crow.

POUGHKEEPSIE

Heaton—On February 24, to Mr. and Mrs. A. Russell Heaton (Helen Taylor), a son, Adna Russell Heaton, junior.

SYRACUSE

Morton—On March 13, to Mr. and Mrs. William G. Morton (Barbara Link), a son, William G. Morton, junior

WATERBURY

Carmody—On March 23, to Mr. and Mrs. Edward T. Carmody (Dorothy M. Chase), of Waterbury, Connecticut, a son, Basil Terence Carmody.

ENGAGEMENTS

NEW YORK

Donnelly-McDonnell—Miss Mary-Dorothy Donnelly, daughter of Mr. and Mrs. Nicholas A. Donnelly, to Mr. John Peter McDonnell.

Ellsworth-Rogers—Miss Elaine Ellsworth, daughter of Mr. John S. Ellsworth, of Simsbury, Connecticut, to Mr. Charles Francis Rogers, junior, son of Mrs. Helen Russell Rogers and of Mr. Charles F. Rogers, of New York and New Canaan, Connecticut.

Fales-Lomasney—Miss Ellen Dexter Fales, daughter of Mrs. Dexter Fales and Mr. Haliburton Fales, to Mr. David Arms Lomasney, of New York, son of the late Leonard Lomasney and Mrs. William Herbert Heywood, of Toledo, Ohio.

NEW YORK

Hopkins-Gilbert—Miss Minnie Fox Hopkins, of New York, daughter of the late Mrs. John F. Daniell and the late Russell Fox Hopkins, to Dr. Charles Louis Gilbert, son of Mr. and Mrs. Alexander Pierce Gilbert, of Richmond, Virginia.

Smith-Phipps—Miss Janet Alice Smith, daughter of Mr. and Mrs. Herbert E. Smith, of New York, to Mr. Gerald Hughes Phipps, son of Mr. Lawrence C. Phipps, former United States Senator, and Mrs. Phipps, of Denver, Colorado.

BOSTON

Amory-Loomis—Miss Violet Amory, daughter of Mr. and Mrs. John Austin Amory, of Needham, Massachusetts, to Mr. William Farnsworth Loomis, son of Mr. and Mrs. Alfred L. Loomis, of Tuxedo Park, New York.

BROOKLYN

Andrew-Beery—Miss Isabel Wallace Andrew, daughter of Dr. James Henry Andrew and Mrs. Andrew, to Mr. John Moffett Beery, son of Dr. Edwin Milton Beery and Mrs. Beery.

Reimer-Petit—Miss Margaret Clare Reimer, daughter of Mr. Rudolph Reimer, of Brooklyn, New York, to Mr. Charles Francis Petit, of Los Angeles, California, son of Mr. and Mrs. Charles W. Petit, of Ventura, California.

CHARLOTTE, NORTH CAROLINA

Alexander-Currie—Miss Penelope Alexander, daughter of the late Robert Owen Alexander and Mrs. Alexander, of Charlotte, to Mr. Ernest MacArthur Currie, son of Mr. Duncan Currie, of Fayettesville, North Carolina.

Jones-Craig—Miss Lena Heath Jones, daughter of the late Charles De Pass Jones and Mrs. Jones, to Mr. Thomas Moore Craig, son of Mr. and Mrs. J. Arthur Craig.

CHICAGO

Richards-Stonington—Miss G. Fidelia Richards, daughter of Mr. and Mrs. Marcus D. Richards, of Chicago, Illinois, to Mr. Oliver Gordon Stonington, son of Mr. and Mrs. Edgar Stonington, of New York.

CINCINNATI

Lamson-Eaton—Miss Frances E. Lamson, daughter of Mr. and Mrs. Benjamin Whitney Lamson, of "White Gate Farm," Madeira, Ohio, to Mr. George Eaton, third, son of Mr. and Mrs. George Eaton, second, of Fort Mitchell, Kentucky.

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CLEVELAND

Horsburgh-Phillips—Miss Janet Courtney Horsburgh, daughter of Mr. and Mrs. R. Homer Horsburgh, to Mr. Alexander Fullerton Phillips, son of Mrs. Thierry van Casteel Phillips, of West Chester, Pennsylvania.

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Alworth-Spang—Miss Jane LaVelgne Alworth, daughter of Mr. and Mrs. Royal Delbert Alworth, to Dr. James Scollard Spang, son of Mr. and Mrs. Matthew A. Spang, of Grand Rapids, Minnesota.

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Lea-Osborne—Miss Ann Buckley Lea, daughter of Mrs. Joseph Tatnall Lea, of East Orange, New Jersey, to Mr. Ralph D. Osborne, junior, son of Mr. and Mrs. Ralph D. Osborne, of West Orange, New Jersey.

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SOCIETY

ENGAGEMENTS

ELMIRA

Hill-Graham—Miss Margaret Guthrie Hill, daughter of Mr. and Mrs. Frederic Hamilton Hill, of Elmira, New York, to Mr. John Meredith Graham, junior, son of Mr. and Mrs. John Meredith Graham, of Rome, Georgia.

ENGLEWOOD

Sadler-Day—Miss Mary Sadler, daughter of Mr. and Mrs. George B. Sadler, to Mr. Albert T. Day.

KANSAS CITY

Graves-Herwood—Miss Alice Mary Graves, daughter of Mr. and Mrs. Ludwick Graves, to Mr. William James Herwood, of Meriden, Connecticut, son of Mr. and Mrs. Michael J. Herwood, of Los Angeles, California.

LOS ANGELES

McCarthy-Bullis—Miss Rosemary McCarthy, daughter of Mr. and Mrs. Neil S. McCarthy, to Dr. John Albert Bullis, son of the late Mr. and Mrs. William Bullis.

McCarthy-Gless—Miss Marjorie Ellen McCarthy, daughter of Mr. and Mrs. Neil S. McCarthy, to Mr. Dennis Joseph Gless.

MIAMI

Price-Robinson—Miss Louisa Bryan Price, daughter of Mr. and Mrs. Robert Marshall Price, of Miami, Florida, to Mr. Roger Sherman Robinson, of New Haven, Connecticut, son of the late Mr. and Mrs. Henry Hollister Robinson.

MORRISTOWN

Nichols-Hopkins—Mrs. Anita Bradshaw Nichols, daughter of Mr. and Mrs. Joseph P. Bradshaw, of Morristown, New Jersey, to Mr. John Livingston Hopkins, son of Mr. and Mrs. Linton Cook Hopkins, of Atlanta, Georgia.

NEW ORLEANS

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ENGAGEMENTS

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Watson-Torchiana—Miss Jane Rollins Watson, daughter of Mr. and Mrs. William Wilkins Watson, junior, of "Estafield," Villa Nova, Pennsylvania, to Mr. Robert Anthony Torchiana, son of the late William George Torchiana and Mrs. Torchiana, of Philadelphia, Pennsylvania.

PITTSBURGH

Evans-Evans—Miss Ida Virginia Evans, daughter of Mrs. Thomas Raymond Evans, to Mr. John Duncan Evans, fourth, son of Mrs. John Duncan Evans.

POUGHKEEPSIE

MacCracken-Dawson—Miss Joy MacCracken, daughter of Dr. Henry Noble MacCracken, President of Vassar College, Poughkeepsie, New York, and Mrs. MacCracken, to Mr. David Paul Dawson, of New York, son of Mrs. William Campbell Dawson, of Charlottesville, Virginia, and of the late Colonel Dawson.

TROY

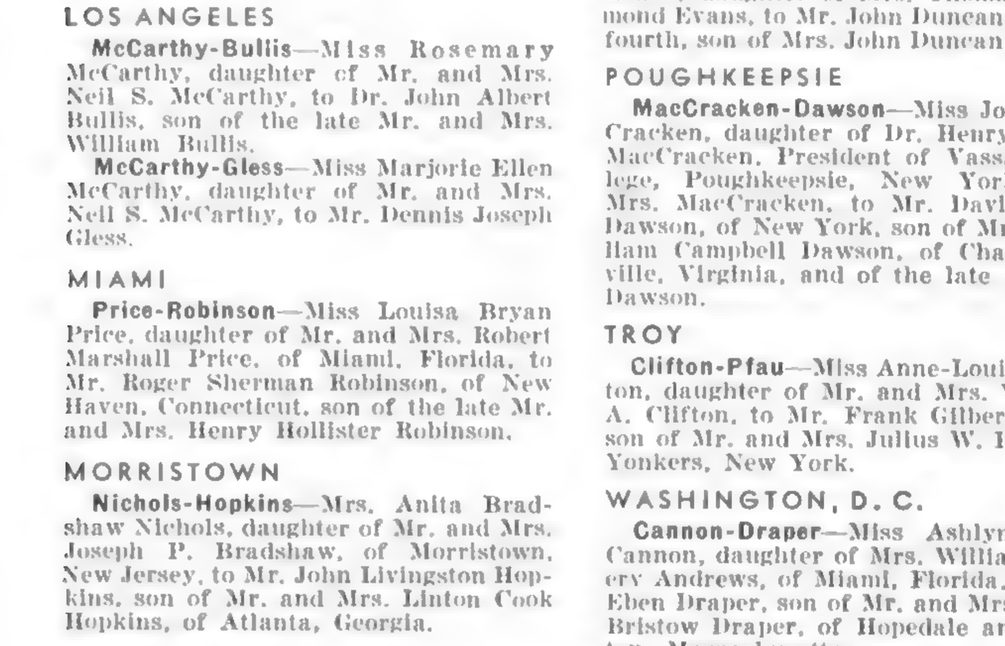
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Townsend-Savory—Miss Lyla M. Townsend, daughter of United States Senator John G. Townsend, junior, of Selbyville, Delaware, to Mr. George Prew Savory, of Washington, D. C.

(Continued on page 159)



Summer's coming in so the hostess who likes great bowls of berries on her summer table should hasten to buy this perfect Royal Copenhagen bowl in ice green with a discreet bouquet design, for $7.00. With it she will use Jensen's lovely curved handle spoon . . . at $22.50. And for golden cream she will choose this silver jug fashioned like a great pear-shaped pearl . . . at $135. Incomparable wedding gifts! May we send you our book of gifts?

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VOGUE

INCORPORATING VANITY FAIR

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PINK, ONCE CONNECTED CHIEFLY WITH BABY JACKETS AND LITTLE GIRLS' RUFFLY MAY DAY DRESSES, COMES OF AGE. HERE IN THIS TUSSUR SUIT MADE BY CREED AND DRAWN BY ERIC, IT HAS A CHARACTER FAR REMOVED FROM BIRTHDAY-CANDLE NAÏVETÉ. THE STARTLING BURNT-ORANGE LAPELS ARE MARKED WITH EMBROIDERED ARROWS; THE POCKETS HAVE A CRESCENT CURVE. YET BEHIND THIS AUDACITY IS A SUIT BASICALLY SIMPLE, HALL-MARKED BY PERFECT TAILORING

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THERE ARE THREE VOGUES, AMERICAN, FRENCH, AND BRITISH

ELIZABETH PENROSE - EDITOR OF BRITISH VOGUE - MICHEL DE BRUNHOFF - EDITOR OF FRENCH VOGUE

EDNA WOOLMAN CHASE - EDITOR-IN-CHIEF OF THE THREE VOGUES



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VOGUE'S-EYE VIEW OF FUNDS LIMITED

No, those aren't thumb-tacks scattered around below: they're plain brass tacks, those hard-headed realities that prick most of us who live in this capitalistic world. And brass tacks are what we're getting down to here. . . .

It pays—when there's very little in your purse—to counterbalance with a great deal in your head. Head-work, plus considerable active footwork, can stretch American dollars so that even the Government wouldn't recognize them. And by head-work, we mean all those intangible qualities that help to spell taste—judgment, wit, restraint, knowledge, ruthlessness.

It pays—here's where judgment comes in—to plunk down without a whimper a good round sum for the fundamentals of your wardrobe. On the other hand, it also pays, particularly in summer, to brighten your life with some of those simple, gay, inexpensive things that America does so well these days.

It pays and pays, always, to mix wit with sobriety, to leaven your classics with a witty hat, jewel, accessory. It pays to have enough singleness of purpose, i.e., restraint, so that you're not lured into buying a hodgepodge of irreconcilables. It pays to be ruthless—to turn down flatly those things that just "do." They won't.

It pays, when even one mistake is fatal, to know how you want to look before you go out to buy. To fortify yourself (reading this publication helps), so that you know what's coming in, what's going out. It pays to use an inquisitive thumb and forefinger on fabrics, an eagle eye on buttonholes, fasteners, and belts.

And, lastly, it pays to pound pavements, to put in gruelling footwork in pursuit of what you want. Plums aren't always found on the first tree. Go to several shops. Walk your soles thin. But don't be blarneyed into buying anything that you don't adore. When in doubt, don't.





Our own, our native country clubs

by Frank Crowninshield



COUNTRIES, like chefs, vaudeville performers, and the smarter types of American doctors, all have their specialties. Some nations stick doggedly to their old singularities. Some yield to the urge of new passions. The French, for example, have, in the past, excelled in painting, dressmaking, jewellery, cooking, and the more advanced branches of the amatory arts. They still do.

But fashion changes a nation as it changes a woman. Russia, for example, once so famous for its icons, Grand Dukes, and sables, is now known chiefly for its Communists and caviar. Sweden, the land of the heroic Gustavus Adolphus, is principally known to us to-day for its hors-d'œuvres, massage, and a King who insists upon playing tennis at the age of, roughly, a hundred. During the five hundred years before the Italians began printing post-cards of Il Duce, in an astrakhan cap, they paid a good deal of attention to art—painting, architecture, sculpture, poetry, and music.

America, too, has its specialties. We are a volatile race, and few of our passions endure more than half a century. Pie alone—certainly apple, and probably pumpkin—has enjoyed a vogue for more than a hundred years. Our more recent specialties, to all of which we have brought a peculiar distinction, have been the sit-down strike and the stand-up lunch; the night-club, with ambulating cigarette girl; fashion magazines with pages in four colours; the Ziegfeld type of theatrical revue; the strip-tease and teas with rhumba dancing; automats; moving-pictures—with or without Shirley Temple; and, most delectable, useful, and miraculous of them all, the Country Club.

The Country Club will remain, for ages to come, our major contribution to life on this troubled planet. It is, as we have developed it—a unique and perfectly functioning institution; it has been execrably copied in some parts of the world, but is still unknown in many so-called civilized countries.

The Country Club makes for happiness, neighbourliness, exercise, dancing, sunshine, green lawns, pretty women, golf, swimming, a better cuisine, music, riding, tennis, glassy-eyed women at bridge tables, and the outdoor types of gentlemen who wear red feathers in their brown fedoras, zipper jerseys, and fluted flannel slacks.

The Country Club has made America gregarious, put it on its good behaviour, increased the height of its young, and diminished the width of its middle-aged. It encourages flirtations on the fairways, and promotes marriages on the dance floor. Two thousand now dot the land. A million members of them daily miss their drives on the first hole, and their putts on the last.

We give you, opposite, part of the American scene, one cross-section of that pivot of summer life in America—the country club. She might be on any fairway in the land, from Piping Rock to Pasa Tiempo, this girl who sums up golf perfection...hatless, hair swept back, dressed in a grey jersey skirt and casual linen blouse open at the throat. Outfit from Abercrombie and Fitch; and Bullock's-Wilshire



Into the golf scene, slacks are beginning to appear—these of linen with a checked shirt; from Bergdorf Goodman. The tennis dress is making a comeback: this is of shirting with a flannel blazer; Saks-Fifth Avenue, New York, Chicago. The third girl wears a grey flannel skirt, pigskin belt, wool sweater; Jay-Thorpe

From Piping Rock on the Atlantic to Pebble Beach on the Pacific, their mise en scène is always the same. Two hundred acres of pleasantly rolling land, a club-house—of the Tudor, Colonial, Spanish, or portable type of architecture. A lounge, a restaurant, a curving driveway, a caddy-house, Old-Fashioned cocktails, new-fashioned girls, and a procession of motor-cars arriving, turning, parking, and departing. And over it all, and through it all, the agreeable shouts of young people drifting from some near-by swimming-pool, tennis-court, or putting-green.

The English and the Europeans don't understand the trick of this American institution at all. They have a way of thinking of their Country Clubs in terms of sports only: tennis, golf, salmon fishing, shooting, fox-hunting—but not in terms of brick and mortar or good-natured social intercourse. They motor there, hang up their coats, play their game, solemnly take a drink, and motor home again: a necessary duty solemnly, even ceremoniously executed.

A simple thing is the Country Club abroad, and only simple dues to belong to it. Five pounds, ten pounds, twenty pounds, in England, and the equivalent of it in Germany, Italy, and France; whereas in America —well, there is Piping Rock, for instance, on the whole the best and most perfectly managed Country Club in the world; a club founded in 1911 with a present membership of seven hundred, an initiation fee of $300, and an annual membership fee of $350, not to mention the taxes and the inevitable contributions. Furthermore, in America, most of the members of our smart Country Clubs have, at one time or another, been obliged to buy, with as smiling a face as possible, beautifully engraved, but usually unmarketable bonds in the enterprise. In many clubs—like the Links, Deepdale, the Creek, on Long Island, or the Gulf Stream (Continued on page 146)





Another slice of country-club life—the inactive side on the club veranda. On the first onlooker, a pink wool waistcoat with sleeves of black wool like the skirt, a dotted blouse; Hattie Carnegie; I. Magnin, California. Second, Kostio de War's knitted suit of natural linen; Jay-Thorpe. Third, a black linen dress cleverly accented with a collar and sleeves of knitted string in natural colour; Abercrombie and Fitch; Neiman-Marcus



STEICHEN

Fresh as a raspberry ice are these dresses, perfect for Saturday-night dances at the country club. This one has a full white piqué skirt with a brief bolero, patched with raspberry-red printed cotton, like the shoulder-straps and hem border. Hattie Carnegie; I. Magnin, California

Printed piqué, simple as a garden dress, with a whole sheaf of field-flowers pinned to the jacket. Making it definitely a part of summer 1937 is the very short, very full waltzing skirt, dipping merrily above the ankles. Lord and Taylor; Marshall Field. R. Louis coiffure



Clear white organza in a new silhouette—slim to the knees and belled like an inverted morning-glory. Chains of red-embroidered daisies band the skirt and the bodice. From Hertha May; I. Magnin, California. The coiffure is by Nestle Salon. Jewels on both pages from Udall and Ballou

RED, WHITE, AND COOL



THEY WON'T ROLL DOWN THE STREET

Thanks to Agnès, hats no longer will roll down the street in high winds. A new invisible means for keeping them on the head has been invented—a metal spring band that runs crosswise or lengthwise inside the crown—see the mechanics in the small picture. When the hat's in your hand, it curls slightly, but on the head it goes docilely into place. There's one in this swooping Leghorn hat of Agnès', with its pastel organdie flowers. Pleated dress by Francevramant

Opposite: There's one of the new springs in this Agnès hat, too—running crosswise on a soft navy-blue grosgrain beret, with a peak of blue-dotted grosgrain jutting over the forehead and curving to knot in back (Jay-Thorpe). Francevramant's navy-blue wool dress has a crisply tucked lingerie gilet

ANDRÉ DURST

VOGUE'S SPOT-LIGHT

By Allene Talmey

CREEPING in slowly this year, there has been a return to tenderness, to the simpler play. Instead of the hard-boiled, of the brutal clatter of proletarian drama, compassion arose. Perhaps it has always been there, lying low, like an underskin, waiting for the reaction, after a period of buffeting. Ready to relax, audiences this winter have not needed so much the catharsis of belly-laughs or the relief of vicarious fury. And indeed, they did not get them. No Sidney Kingsley clubbed them with another "Dead End." No one rolled them in the aisles with the bitterest kind of theatrical caricature. With room again, fortunately, for delicacy, for water-colour, for pity, for work that needs slow absorption and can not be grasped like a head-line, gentleness had the field.

The oddest part of this mass afflatus, this comparatively sudden up-flip of a yellow-green tenderness was that it swept through both the British and the Americans simultaneously, without any carboning. It was just an original impulse to be quiet, simple, musing. (This quality is not to be confused with the ghastly slaver of certain writers, who always sound in their moonings like the hippo at the Zoo, swallowing a bunch of unskinned bananas.)

By far the best of this quality shone through "High Tor," through "Johnny Johnson," through "Having Wonderful Time," through "Yes, My Darling Daughter," through "Storm over Patsy," and "You Can't Take It with You," through most of the Coward plays, and, of course, through "Candida," which Katharine Cornell, with her sensitive touch, revived after thirteen years, at just the right moment. Out of all the successes of the season, only one, "The Women," had that scalpel-them-alive feeling. Its clever, dissecting fury begins now ever so slightly to seem dated. Even George S. Kaufman and Moss Hart, once the best excising surgeons on Broadway, turned, with "You Can't Take It with You," into old-fashioned family doctors, twinkling, relaxed, a bit garrulous in their cosy philosophy.

Mixed up in this trend are the British actors and the British dramatists. There is a bit of the softie in them. Frequently their drama here is vague, polite, and wistful, with the voice so muted that it might almost be that of a servant announcing dinner. That muted tone, in fact, is the chief quality of the productions and the direction of Gilbert Miller, who is now the very essence of hands across the sea, his London importations increasing the gentle tone here. A perfectionist, Mr. Miller straightens out his plays, dusts them off, and, with his butler touch, bears them in, like tea on a silver tray. It makes for an awful lot of quiet.

Sometimes, of course, that mild humaneness, as in the first two acts of "Storm over Patsy," practically dissolves the whole play. For the British tenderness is mostly of mood, an aroma. Much softer and occasionally much more puffy than the American type, the British is sometimes riper, and a bit boneless.

The only time this season that the British beat the American tenderness, which is that of a bruise with the bone beneath, was in "Candida." There the combination of Shavian cynicism and tenderness made the Green-Anderson-Kober-Kaufman-Reed brand seem straggling. To show that Shavian quality, incidentally, Woodman Thompson, who did the amazingly beautiful setting for "Plumes in the Dust" earlier this season, had a parsonage living-room with just the exact touch of warm, pompous huddle. (Perhaps Shaw treats almost too delicately the "sniveling little whelp" Marchbanks, and there never was a nastier one than Robert Harris makes him; a whelp like a poodle, intelligent and unbearable.)

It is of a piece with the true tenderness of Ford Madox Ford's gasping, brilliant book, *Great Trade Route.* Mr. Ford, who looks like a composite of all the huge muttony-looking English novelists, the Bennetts, and the Chestertons, with his mottled white face, a wide band of extra chin, pale blue eyes, and puckered baby mouth, carefully mixes politics, reminisces about his grandfather, about Memphis, Tennessee, about all underdogs. Under the compassion can be felt the skeleton. It is, in other words, not so much British mood.

That is characteristic far more of Noel Coward's little playlet, "Still Life," of "Family Album," even of his own autobiography, *Present Indicative,* in which he regards himself and his career with a leisurely gentleness. An involved tale of his growth of modesty, his personal humility in front of Noel Coward, it reads as though he were sick to death of his clipped sophistication. With great relief, he confesses to his uncertainties, to the nervous strain of being a success before maturity, of not knowing how to direct a rambling talent. It contains, incidentally, an unforgettable sketch of Alexander Woollcott, who has a gulch of tenderness himself, in egg-stained pyjamas, murmuring baby-talk.

The weaker Americans, incidentally, get tossed aside, and only the strong-minded—the John Steinbecks, the Paul Greens, and the Maxwell Andersons—can get a hearing, while the more willowy English—the Lyndons, and Bridies, the Hiltons, the Cowards, and the Van Drutens of other seasons, can slip through their softer moonlight work. But no matter what the cause, relief is in this year's tenderness. And at last eyes can grow accustomed once more to pastel.

Stravinsky's "The Card Party." Opposite: This astonishing ballet interpretation of a poker game, has just had its first world production at the Metropolitan Opera in the completely Stravinsky program, danced by the American Ballet. Here you see, in the imaginative costumes of Irene Sharaff, Annabelle Lyon as the Queen of Hearts, and Leda Anchutina, as the Queen of Spades, grouped as on a mediæval playing-card, with William Dollar, the perfidious joker, in this Anton Bruehl composition



BRUEHL-BOURGES PHOTOGRAPH • CONDÉ NAST ENGRAVINGS

All the world loves a Llama

by Marya Mannes

BUFFALO. Bison, bison. Habitat, North America. Look at those ponderous gigantic woolly heads. Always lowering, like bulls ready to charge. But bison are meek-eyed. And the breath visibly issuing from their nostrils is gentle breath. Nice animals, if a bit matted.

Aoudad. *Ovis Tragelaphus.* Hab., Barbary States of North Africa. How now, aoudad, teetering on your delicate legs! Have you seen pirates? Do you get along well with the wildebeestes in the veldt?

And you, silly llama (Lama, glama. Hab., South America), with your prissy mouth and sentimental orbs.... I have a robe made of the underpart of your stomach, which is surpassing soft. Do you miss the Andean uplands?

Homo Sapiens. Man. Hab., the Zoo—when not mating or otherwise occupied. Look at these men and women. They flock to the zoo. Although they are outside the bars, they are surely as diverse in type, origin, and habits as the beasts they come to stare at. They come from park bench, Park Avenue, East Third Street, Hunter's College, kindergarten. The bum, the banker, the beauty, the babe—they all eventually amble into the zoo to relax in the contemplation of simpler (and often superior) organisms.

Perhaps, actually, this simplicity is the core of the delight, certainly for grown-ups. The child likes animals because they move all the time and seem like the most desirable of all possible playmates. But the adult finds enormous peace in watching uncomplicated beings. Beings that can not talk. Beings without ulterior motives. Beings that have natural reactions. Beings without visible problems, complexes, deficiencies. Beings that have all the beguiling qualities of the very young without their responsibilities and portents.

There are, of course, a dozen other reasons for the zoo's appeal. Consider the seals, for instance. To the æsthete, nothing is more satisfying than those solid black glistening arcs that cut the water without froth or bubble, bend back their boneless necks—posing as diorite—curve and twist in a hundred plastic convolutions.

To the sensualist, nothing is more sensual than the sleekness of seal slipping into water and out again. To the romanticist, a group of seals in an artificial concrete basin can conjure up the keen and desolate areas of the arctic. Even the Surrealist can find pleasure in seals because they suggest so many other things.

And they are funny. Their bark is silly—half belch, half cough. Their whiskers are funny; and certainly their method of propulsion on land is ludicrous enough. Amphibians they may be, but grace is more surely confined to their marine phase. Out of it, they are more awkward than any Hokinson dowager hurrying for a bus. Furthermore, they act like buffoons most of the time—whether for show or for the hell of it, only a seal can say. (Continued on page 128)



AN ARTICLE ON PRENDERGAST IS ON PAGE 130



Central Park Zoo - by Charles Prendergast



CECIL BEATON

NO BED OF ROSES

Gardening without illusions or picture hats

By Isabel Paterson

ANY woman who has ever gone so far as to keep a geranium in a window-pot learns speedily that gardening demands a special wardrobe. Otherwise, at the end of the first summer, she is practically ready to join a Nudist colony. It is not a question of ordinary wear and tear. No, her clothes will simply melt away into rags, strips of this and that clinging for a while to a solitary button or band.

Before moving to the country I had always cherished a vision of a future garden that should be kept in profuse and continuous bloom by myself in a ruffled muslin frock; a wide straw hat tied coquettishly with a blue ribbon; white sandals, and perhaps a pair of those chamois gloves to keep my hands nice and indicate a serious interest. Thus I wandered in imagination along a terraced lawn to the rose arbour, where I snipped with silver scissors a few perfect blossoms and laid them in a pretty basket carried on the left arm. Doubtless there was also an imaginary, admiring audience; or what was it all about?

A possibility existed of more businesslike hours dedicated to crisp gingham and a big floppy sunbonnet, in which one might inspect perennial borders—with the aid of a kneeling-pad. Even so, it suggested a pleasing picture, well calculated to evoke favourable comment from the discriminating.

This romantic ideal persisted unaccountably against evidence, for I had often watched my best friend setting out bulbs and cleaning up the peonies. Her favourite ensemble was composed of her husband's pyjama trousers and cotton singlet, borrowed when he wasn't watching. But I took it for personal eccentricity, like the splash of mud on her eyebrow, the twigs in her hair, and the Siamese cats looping themselves around the trowel, purring deliriously over the ripe fragrance of bone-meal, and being thrown a distance of six feet at regular intervals, to return with equal regularity. That was ten years ago, before clothes designers had awakened to the crying needs of the female gardener.

I didn't mean to do much anyhow, not serious gardening. Five acres in the rough seemed rather to ask to be let alone. More than half of it was woods; and trees grow of themselves, don't they? They do indeed; but we can discuss that later...I assumed that enough lawn to go around the house, and one strip of flowers—no particular kind, just flowers—would be sufficient. So it should be possible to get along with last summer's cotton frocks. A slip-on coat-dress of India print was expected to cover contingencies.

It lasted fully two weeks. To be sure, it was kept going for two months, but only by eternal vigilance and hiding in the bushes whenever a visitor approached. Then the tiny triangular rent in the front breadth had enlarged from neck to hem and the shoulder seams burst. I can not quite recall what was the trouble with last summer's cotton frocks; but I believe there were none. There never are, when you come to think of it.

The next stage, while pondering over permanent arrangements, was a couple of genuine Japanese kimonos. There is only one costume less suitable for gardening than a kimono, and that is a chiffon evening dress. One doesn't try to do it, but anybody might be coming home at an early hour from a party in town; and if there are a few prominent weeds by the front path simply asking to be pulled, the rest is automatic. Is that any reason for wild rumours? You'd think people would understand some things without being told. It's not as if one were moving rocks with a crowbar.

It is true that I did quite a bit of rock-and-crowbar work in a kimono, but only in the mornings before catching a train. Looking out of the window while drinking a cup of coffee is the prime error. The gardener asks where that rock should go, and you're only dashing out for a minute to indicate the spot. Still, the reason is plain why Japanese gardens consist mainly of dwarf yew-trees and cherry blossom. Doubtless it is possible to look at this species of vegetation to advantage in a kimono. If they don't need pruning. But I'll bet they do. I don't know but what the outstanding feature of a kimono is the way it keeps coming untied and getting stepped on. Also it is difficult to operate a crowbar with one hand. Especially if there is a cat. And there always is a cat.

Cats have a passion for gardening. My cat, Brainless, realized at a glance that weeding can be made into a splendid game, played by lurking and pouncing. He varied this by dreamy contemplation of a gladiolus or other tall flower, before flattening it to earth with a graceful leap. If he got sideswiped into the brook, by quick action on my part, he lost on points. But he never failed to land on my neck with wet feet three minutes later, while I was engrossed in studying a patch of crab-grass or a young zinnia. (Continued on page 150)

Opposite: Cecil Beaton, moved by the sheer, unalloyed romanticism of these fragile summer evening dresses, has reverted to the sentimental technique of the Hand-Tinted Post-Card photographer—the Delicately-Coloured-and-Suitable-for-Framing school. He hasn't forgotten a single dove, a single stylized drapery, a single quasi-Grecian urn: and, when it came to colouring them, he employed all the traditional apple-greens, icing-pinks, and faint blues, winding up with the triumphant red flush on the ladies' cheeks. It all goes to show—there's no telling where this romantic movement will end


B
BRAGUIN
A



FLEDGLINGS

A. Two outfits on the sporting side, dedicated to launching sub-debs on a light-hearted, successful summer. The tennis dress is of dead-white piqué (think of the contrast with your café-au-lait tan) cut scientifically, with a low square back, a full skirt that's no handicap even to active net-jumping. From Bonwit Teller. That same blue denim you've seen in mechanic's overalls makes this bolero-and-shorts combination, allowing for all the ultra-violet rays the sun can manufacture. The top is nothing but a sketchy red bandanna halter that ties in back. From Bonwit Teller; Marshall Field

B. To-day's sub-debs, though they look forward to growing up and wearing slinky dresses, capitalize on their youth. Left: a white challis dress strewn with printed field-flowers. From Altman; Marshall Field; Neiman-Marcus. Next, a family-portrait dress of white organdie, over a taffeta slip, with self-appliqué and miles of floating skirt. John Wanamaker, New York and Philadelphia. To shelter your fine feathers, a short cape of Yale-blue taffeta, shirred in squares. Best; Marshall Field

C. Sub-debs, once out of school uniforms, blossom forth. They (and their mothers) know that such dresses as these successfully camouflage latent awkwardness. For a matinée in town, this neat dress of silk crêpe, with a variety of pastel flowers sprinkled over a neutral ground; a swishing pleated skirt. Lord and Taylor. A spick-and-span blue-and-white piqué dress for every-day wear, with spick-and-span white piping. Best. And a shirred navy-blue chiffon dress, piqué-trimmed, with a parade of buttons down the front. From Best

"ALL THE ADVANTAGES"

by Ellin Berlin



LINDA LOUISE AND MARY ELLIN BERLIN OUT ON THE DUNES

TONI FRISSELL



THE BERLIN SISTERS MAKING MUD PIES

How to offset the disadvantages of bringing up daughters who have all the advantages

THESE are a few random notes on some of the aspects of bringing up our overprivileged daughters. We ought to see to it that they are privileged. There are disadvantages in being born the child of comparatively rich parents. Such children are sheltered from reality. They are not prepared for the grim competitiveness of the adult world. All this and more say the pessimists.... It is true.

But it is also true that we are lucky enough to be able to feed and clothe and care properly for our children. We can not alter the facts of our situation, we can not keep our children from being sheltered, from seeing only a small and too agreeable facet of the world in which they will have to live. But we can see to it that our children get not only the disadvantages of being fortunately born, but also the privileges of their birth, good physical care, a sound education, and a gentle upbringing. The psychiatrists' special knowledge, oversimplified and possibly misunderstood and misapplied, has inclined people to bring up their children with all the disadvantages of their class and none of its privileges. In trying to give their children the new freedom of soul, certain modern parents are turning perfectly nice children into rude, ignorant, and unattractive little savages.

Naturally, we would like to give our children qualities of the spirit as difficult to define as to acquire. Courage, for instance, and independence, honour, and nobility. Every new mother tries to learn about child psychology. We've all done it. We've all read and tried to assimilate various conflicting theories. And, like amateurs at anything, we got very mixed up and, what is worse, frightened. We have all the old-fashioned fears of our ancestors. We're afraid of broken bones and illness, and we've added to that a lot of new terrors. We're afraid of neuroses and complexes, and I think that is bad. I am sure an apprehensive parent is worse than an indifferent one. Anyway, in spite of all the books, in spite of all the witch-doctors, I do not think that we can greatly alter a child's mind and spirit. I suspect that children grow their own souls.

I think there are a few definite things that we can do for our daughters, things that are superficial, but not unimportant, things that are separate one from another, that, perhaps, do not all fit into any one theory of bringing up children. Children are so much more elastic than theories. So I offer no theory, just a few practical suggestions that I hope may be helpful in the complicated business of equipping children for the grown-up world.

One can't help thinking that by the time our children are grown, their world may be very different from ours, but there is no use worrying about that. Any change that comes will be one that we can not possibly foresee. So it is more sensible to assume that our children will live in a world much like our own, since we can not imagine nor prepare for any other. It is wise, too, to prepare your daughter for the financial and social bracket in which it seems likely that she will live. You'll be lost if you even think of preparing her for possible, but unlikely futures; they are so numerous and so unguessable. And we must think of our daughters as average (Continued on page 142)



Bell-shaped or loose as a steamer rug—the new summer coats. Alix takes the bell silhouette for her quilted white linen coat; with it, puts her temple-dancer's hat of silk and straw

Alix' loose-hanging top-coat swings to the other end of the pendulum. It's of tan suède—that new champion for sports—, and inverted pleats make it full as a cassock. Suzy's felt hat



Paquin produces a camel's-hair top-coat, founded on the classic, in a vivid tangerine colour cinched with a navy-blue belt. Its skirt bells from a tight waist-line. Suzy's blue felt hat

Summer Coats

HOW TO SAVE YOUR FACE

(3) - WEAR A MASQUE OCCASIONALLY

WHEN you use a cosmetic masque, you are doing a specific thing for your face that you can't achieve by any other means. You are giving it a pick-up. Whatever kind of skin you have, it emerges from under a good masque looking fairer, finer, and fresher to see. The effect is temporary, to be sure. Masques are frankly emergency measures, temporary wonder-workers, to be regarded and cherished as such.

Although every important cosmetic house now has one or more masques on the list, the majority are comparatively recent additions, because it is only within the past few years that we have come to realize all these preparations can do for us. Masques got off to a bad start in the old days when they were crudely made, hardened like a heavy layer of clay on our faces, and didn't justify the incredible claims made for them. To-day, the finest cosmetic chemists work on their blending, and the makers claim for them only what they will do. And what will they do? They will stimulate your skin. They have a certain astringent quality. They effect a temporary refinement; they bring a glow to your face; they give you a feeling of tingling cleanliness. They minimize tired lines and sallow colour. Which, after all, is something!

Masques in general fall into two classes: those in cream form and those that dry on your face. The latter can be a paste, a liquid, or a powder to be made into a paste. As a rule, the kind that dries is definitely more astringent and, by nature of its action, is also definitely more drying.

Therefore, if you have a very dry, sensitive skin, the cream type is naturally more adapted to your face. If you have a sallow, oily skin, the masque that dries is usually more helpful. However, this is not a hard-and-fast rule, and, if you want the sort of pulled-together feeling that a masque that dries undeniably gives you, you can use it on your dry skin, provided you use some cream or oil afterwards.

There is one prime principle about the application of every type of masque, and that is that your face must be entirely clean before the masque is put on. Then, follow the directions exactly—careful instructions come with every one, and they have been worked out by people who want you to get the best out of the preparation.

When you apply a masque, smooth it on lightly, in not too thick a layer, quickly, so that it will go on evenly. When it is one that dries on your skin, it is a good idea to smooth out your face first, so to speak. Don't frown or wrinkle up your brow in concentration. Usually, a masque remains on your face from twenty to thirty minutes. Primarily, you make use of masques when you feel the need of them.

The best possible way to take a masque treatment is to lie down and relax completely during the time it is on your face. However, there are those emergencies when there isn't time for relaxing, but when the pick-up effect of a masque is a bright salvation. In such a case, if you apply the drying type of masque, keep your face still as you go about the business of dressing. Don't answer the telephone, don't swear at intrusions. The cream type of masque doesn t require this determined composure, though it still profits by it.

Oddly enough, some masques, when they are put on smoothly, prove strangely becoming, a sort of unearthly covering over your workaday face; so, if you have to take that into consideration for some reason—such as a husband who objects to a funny-looking face even in the brief interval before you emerge with new beauty—you can select the becoming type. Cream masques are usually simply removed with tissues or cleansing cloths, followed by a tissue oil or a light tonic, and the masques that dry in a film are washed off with water or peeled off, the surplus to be removed with tonic or water.

There is one group of preparations that, while they aren't called masques, fall in the same general category, because their action is fundamentally much the same. These are the packs, herbal and meal, and the preparations designated as circulation creams, ointments, and mixtures. The latter, incidentally, are intended primarily for dull, sallow skins.

Of course, if you are twenty-odd, with a young fair skin that never looks tired, you don't need a masque. Why should you? But, if you are thirty-ish or beyond, we hope you will be fired by these words into going out to investigate the masque situation for yourself. You will find them awaiting you in jars, bottles, and tubes. There are those that tingle and those that are a cool benediction. Some have the hot-and-cold effect of snow. Others make you feel that your whole contour is being lifted. But they have one thing in common—the fresh, new look that they give your face.

We will be delighted to supply you with the names and manufacturers of different types of masques, if you will send us a stamped, self-addressed envelope. Or, if you would like to know the different masques that your favourite beauty specialist makes, we will be glad to tell you that, too. As you know, if you have been following these articles, this is one in a series, devoted to the serious business of How to Save Your Face. Many readers have written us that they are preserving these articles as they appear, so that in the future, when they go forth to buy creams and such, they will have guidance at hand. (Next article—Corrective Preparations.)



STEICHEN

BABIES, JUST BABIES — *Paquin's eyelet embroidery dress; Jay-Thorpe.*
Chanel's cradle-song of white net with a lace-edged frill and pink sash; Saks-Fifth Avenue.
Irene Hayes wreath. Charles Bock coiffures



Princess Style

On an island across the sea there are two little Princesses, and they live in Buckingham Palace, when they aren't living at Windsor Castle or Sandringham or Balmoral. Their names are Elizabeth and Margaret Rose of England.

These little Princesses, like the cream of their little English contemporaries, dress very simply, but very smartly indeed. And they have made children all over the world want to dress as simply and as smartly as they do.





Hereabouts are a few clothes based on the ones that these royal children wear for various occasions, and drawn for these pages by the English artist Roland Pym.



When the Princesses go to Balmoral Castle in Scotland, they wear real kilts, fringed and fastened with a huge safety-pin, and pull-overs in the brightest colour of the plaid used in the kilt.

Often they wear these kilts to dance Scotch reels, at which both girls are very good.



Princess Elizabeth studies hard all morning with a French governess living at the Palace. Studies knotty French verbs, reading, writing, arithmetic, takes singing lessons, and practises on a pastel piano. While they are studying, both girls wear very simple jumpers or pinafores made of flannel, tweed, or cotton.





After lunch, they ride or swim or bicycle (they love that) or garden or go driving, wearing their famous pastel coats and often bareheaded—maybe mists help curls. Or they stay in their playhouse, cooking on their stove and making frightful messes. But they must be in bed at six-thirty.



The Princess Elizabeth owns two cameras—like her father, she likes photography. In her sitting-room in the Palace, she works at a great big impressive desk, lighted with modern efficiency. And privacy is so rigidly observed, not even aunts or uncles enter without knocking. (Continued on page 126)



STEICHEN

This white jacquard satin tea-gown, draped like a Muse's mantle, might have been lifted from the side of an eighteenth-century vase. The swath of skirt works upward into a deviously twisted sash, and the full sleeves are banded into horizontal folds. One sash-end trails at the side. Krivitsky tea-gown from Jay-Thorpe. Coiffure by Dumas. All jewels; Marcus



WEDGWOOD

That far-away, misty blue of Wedgwood figurines colours Jay's chiffon tea-gown draped at the bodice; veiled with a drifting, sleeveless coat. More fluid drapery falls from Norman Hartnell's earthenware-white crêpe tea-gown, clasped with a Wedgwood-figured buckle. Both are from Bonwit Teller; I. Magnin, California. Coiffures by Michael of the Waldorf

AS THE PASSPORT INSPECTORS SEE THEM





MRS. HAROLD E. TALBOTT



MISS MARY TAYLOR



MISS ANGELICA WELLDON



EVERYBODY knows that the rock-bottom realists of the world, including the French, who are supposed by all standards of realism to be the very essence of realism, are really the passport men. They see all women with an unfair clarity. To their fluoroscopic eyes, matching up our nasty little photographs on the passports to our faces, we are unglamoured. Only a few actresses, including Katharine Cornell and Grace Moore, have the thoughtfulness to cut down good photographs to go above the Department of State's blue-and-red seal. The rest of us just get anything—with the results which we show you above. On the upper row are seven women, known for their attractiveness, their photogenique beauty, as the authorities see them; while below, in a flurry of fantasy, with all the devices of photographic art, as the public usually does.

AS THE PUBLIC SEES THEM



MRS. HENRY R. LUCE

MRS. WILLIAM WETMORE

MISS INA CLAIRE

MISS ROSAMOND PINCHOT



ANDRÉ DURST



LIGHT WEIGHTS

Light in weight, light in colour, even the tailoring of these summer suits is on the lighter side. The first one at the left above, a Schiaparelli, is of palest blue alpaca, with a pink silk blouse, movie-star autographed. A mermaid buttons the waist. And deeper blue is the straw sailor

Directly above: The jacket of Creed's oyster-white tussur suit is cut something like a man's evening waistcoat—the better to show that bow-tied silk blouse of uninhibited colour—red, blue, green, and yellow. Creed's doeskin gloves are boldly overcast. Rose Valois' Panama

Opposite page: Marcel Rochas leaves you cool and collected in a neat jacket of rough natural linen and a cotton gingham skirt, plaided in thistle-blue and green and entirely pleated. Thick pottery buttons close over a handkerchief linen blouse. Maria Guy's dipping Panama



Young Fry



See our new twin dresses
They are of lawn and have smocking.
We like the stripes like candy.
My sister doesn't have a belt
because she's littler. (Best)



This is my flower-girl dress.
It's pink mousseline with a blue sash.
My cousin's dress is blue silk crêpe.
The teeny girl's is dotted Swiss.
Hand-made. (Saks-Fifth Avenue)



Billy has a blue denim play suit.
The blouse zips to the neck.
I like my own cotton play suit.
It has tap-dancer's bloömers. (Macy's)
Hay smells nice but it prickles.



My chamois jacket is like dad's.
The one he wears when he goes hunting.
A chamois is a sort of goat.
Betty's overalls are blue denim.
Her shirt is lisle (Lord and Taylor)



My cotton dress is like the ones peasants wear. There are flowers on it. Scallops, too. The little girl next door has a new dress, too. Hers is blue-and-white gingham. (Best)



Most cherries are good to eat.
I can't eat those on my yellow linen suit.
The big girl has a pretty white sharkskin jacket and shorts with pleats on them (Miss Brogan)



I like the seashore.
I like my Liberty lawn-sun-suit, too.
It has bright flowers and a sash. Little brother pulls the sash. His suit is hand-knitted. (Marcelle Julien)



We all like blue. My sun-suit has blue and white stripes. Ann's sunbonnet suit is printed percale. My friend with the hoop has blue gabardine shorts and a lisle shirt. (Bonnie Teller)

MALE POLISH

Or how to make your man more presentable

IN the days of the German Imperial Army, in the barber-shops of Berlin's Adlon and Bristol, you might see, along with the private shaving-mugs of the patrons, their individual sticks of face-powder: for these bullet-headed, heel-clicking Prussian officers were not above improving their complexions with a judicious coating of powder, applied in stick form. (However, it was never applied over the cherished scars of Heidelberg saber-cuts.) Roumanian officers went even farther and added a touch of rouge, to disguise the traces of a hard night. And practically all the officers belonging to smart regiments, in pre-War Europe, wore stays under their uniforms....

Perhaps it is a reaction from all this that has caused men in the last twenty years, right up until very recently, to consider that the only state befitting a gentleman was one of simple cleanliness—no more and no less. If a man was well-scrubbed and neatly-dressed, he was, to all intents and purposes, well-groomed, even though his hair was standing on end and he was obviously the victim of a tough beard.

But this aggressively Spartan era has passed in its turn, or is passing. Men are beginning to realize that to be well-groomed is not necessarily to be effeminate. And, though officers and gentlemen can no longer affect cosmetics and stays (even if they wanted to), there are plenty of things they *can* do to make themselves more presentable; plenty of products on the market that are made for men, with no nonsense about them. In fact, the idea back of most of these aids to good grooming is to emphasize masculinity—not detract from it.

Englishmen—that is, the nobility and gentry—pay as much attention to the care of their persons as they do to their wardrobes. Shops along Bond Street, St. James's and Jermyn Streets have always displayed more brilliantines, hair-tonics, toilet-waters, bath preparations, and brushes for various purposes, than you'd ever find in the shopping district of an American city. But we're fast catching up with Englishmen in the matter of masculine toilet accessories. More and more interest is being taken to-day in such things as hair-lotions and tonics, preparations to use before and after shaving, bath essences and after-bathing rubs; deodorants, too, are being directed to the attention of men as well as women (which is only just). And there have never been so many toilet-waters designed exclusively for the masculine market.

The first thing to receive attention, in improving a man's face, is the beard. Of course, in the days when beards were beards, quite a lot could be done with them; a gentleman could twirl his moustache or fondle his Dundreary whiskers with devastating effect. But nowadays our main concern is to do away with them, as much as possible. A smooth, clean face and chin is the most important contribution to a well-groomed appearance, and, happily, it's getting easier and easier to achieve all the time.

The shaver should start off with a beard-softener (a cream preparation rubbed in to make the going easier). Next comes a lather, thicker and better than any our grandfathers had; this is topped off with an after-shave lotion, designed to heal the signs of wear and tear by the razor, and to counteract the shine produced by the cream and the soapy lather. Immediately after shaving, before applying the after-shave lotion, men with dry skin should rub in a little unscented cold-cream or vanishing cream. For men with oily skin, there are many excellent astringents.

The very act of shaving, the stroke of the blade, stimulates and gives colour to the face, as does the vigorous movement of the brush during lathering. To supplement this, one well-known British brush house advocates a brisk face massage, with a brush made especially for the purpose. And don't think those men you see with mid-winter sun-tans have acquired them because they "finish up their gym work-out with a sun-lamp treatment"; ten to one they've been sitting under a lamp for the sole purpose of acquiring a tan, if they can't bring the colour to their pale cheeks any other way. For it is an undeniable fact that one's dinner partner presents a far more attractive appearance if his face has a healthy, ruddy glow, than if it matches his white tie.

Of course, most men are perfect push-overs for all kinds of preparations for the hair, always hoping that the newest bottle of hair-tonic will do the trick. But if a man really wants to do something about his hair, he should go to a hair-specialist. (In all probability, this will involve venturing into a woman's establishment, but most of these have a section set aside for Men Only.) If all hope for the arrival of one more hair has been abandoned, the next most important thing is to keep whatever hair remains in good order—and, strangely enough, the fewer hairs a man has the more unruly they are, and the more brilliantine it takes to make them behave.

In the matter of hair-cuts, a man owes it to himself to patronize the best barber available; expert barbers are artists, who study the customer's face and cut accordingly. Chubby, square faces should have hair-cuts designed to give them length; though the American (Continued on page 154)

TYRONE POWER'S ascent to stardom has been even giddier than the photographic reenactment of it on the opposite page. Unknown a year ago, he sky-rocketed to fame in "Lloyds of London"—in which he not only wore Regency doeskins and top-boots with surpassing grace, but proved himself an actor of considerable skill. He'll appear next in "Thin Ice," with the skating star Sonja Henie



STEICHEN

TYRONE POWER

The pictures will Week-end



On the window of the Schloss Mittersill—
Austria's simple-life club—
Miss Aileen Winn in a knit jacket, felt cap
(Saks-Fifth Avenue, New York and Chicago)

Wool or linen slacks and jacket—
open country uniform
(Bonwit Teller; Marshall Field)





Striped cotton shirt—and, for a laugh, printed
cotton stockings—(Best's, L. Magnin, California)

Photographs by Toni Frissell

Peasant-balcony scene, played in a ballet-skirted linen dress, white patent leather belt, white Talon fastener. (Jay-Thorpe)

A gay, grating-striped sweater. (Best; J. Magnin, California)

Mrs. Noel Misselpas in a peasant hat, a pleated linen blouse. (Bergdorf Goodman)



CHICHI, according to the dictionary, is "fuss, superfluous ornamentation, affectation, snobbishness...or a short curl of false hair." This is all right as far as it goes: but, it seemed to us, the dictionary could have handed down to posterity some more trenchant example of chichi than one short, unassuming curl of hair (however false). So we began casting around for some examples of our own—asking various people to tell us, in their own words, the most chichi thing (or things) they had ever encountered.

The results were historic. Some of our informants, as you can see above, had as many as three peerless examples of chichi contending for first place in their affections. And even when our original Chichi File, above, was filled to capacity, there were some pretty magnificent specimens left over. Such as the man who had a doctor call every day to take the temperature of his Camembert. Or the woman who always took a solid gold telephone with her when she travelled.... And more, which you will find on page 132.

CHICHI NO. 5.

CONTRIBUTED BY: Clare Boothe

WHERE SEEN: The Riviera

DESCRIPTION: The real pearl collar on the little white pig belonging to an English actress.

ALTERNATE: The maids who were compelled by their mistress to dye their hair red, to harmonize with a delft-blue dining-room.



CHICHI NO. 9.

CONTRIBUTED BY: Gertrude Lawrence

WHERE SEEN: Hollywood

DESCRIPTION: At a dinner-party, white ties essential, three guests were invited to dine with an actress. The stentorian tones of a major-domo announced each guest's arrival; there were printed place-cards, and a footman behind each chair.

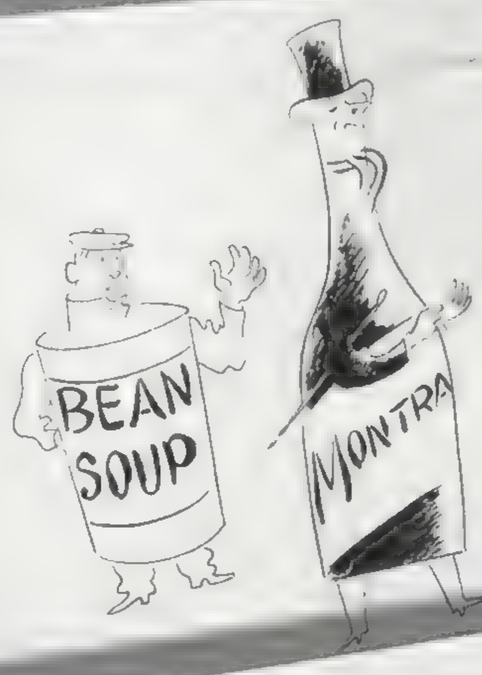


CHICHI NO. 6.

CONTRIBUTED BY: Lee Simonson

WHERE SEEN: New York

DESCRIPTION: At a dinner-party given, a year or so ago, by a professional man-about-town, he served a vintage Montrachet--and we hope you know what that means--with bean soup.



CHICHI NO. 10.

CONTRIBUTED BY: Aldous Huxley

WHERE SEEN: London

DESCRIPTION: The young woman, dining in a large and fashionable restaurant, who was delicately and precisely eating raw cherries with a knife and fork.



CHICHI NO. 7.

CONTRIBUTED BY: Erskine Gwynne

WHERE SEEN: Everywhere

DESCRIPTION: The Belgian millionaire whose gentleman's gentleman had his own gentleman's gentleman.

ALTERNATES: The lady who travelled with her own gold telephone. The Frenchman who always bought the seats on either side of his at the theatre, so as not to have any neighbors.



CHICHI NO. 8.

CONTRIBUTED BY: Mrs. Harold Talbott

WHERE SEEN: New York

DESCRIPTION: The young sub-débutante, who, when her father died, persuaded the manicurist to remove all the red polish from her nails and do them over in deepest black.



CHICHI NO. 11.

CONTRIBUTED BY: John McMullin

WHERE SEEN: The Riviera

DESCRIPTION: The French actress who travelled in a white touring-car upholstered in white leather, with her chauffeur in a white yachting-jacket, blue yachting-jacket, white cap, and white shorts, while she wore a printed chiffon dress, a white linen jacket, and white leather flying-helmet.



TONI FRISSELL



MORE TASTE THAN MONEY

Vogue's Finds of the Fortnight

BE GLAD you're an American, when it comes to buying clothes on funds limited. Nowhere else in the world can you find such good-looking inexpensive summer clothes. Here begins, with these six pages, a new kind of "Finds of the Fortnight." In each issue, Vogue will show pages of the exciting new merchandise culled from the great American wholesale market. Chances are that your favourite shop will have many of these things. If you can not find them there, write to Vogue, and we will tell you the nearest shop in which they are available.

In summer, more than any other time of year, taste definitely has the edge on money. There's a healthy democracy about summer clothes. The same neat little linen dress and the same wide-brimmed rustic straw hat appear in both a $200 and a $2,000 wardrobe.

You must be cool-headed, but you can be exceedingly light-hearted about these summer clothes. You don't have to ponder over a winter coat that must last two years. You don't have to think beyond the season. Summer, if ever, is the time when you can, in certain instances, dare to buy cheaply.

Certain points must be taken seriously, but having satisfied your conscience about these you can take the whole thing pretty much as a game. It's important that the fabrics should have been tried and tested to stand up under heat and sun and water and the dry-cleaner's; but the stores have done most of this worrying for you. You'll find that many of the linens are crease-resistant, that many of the cottons that depend upon a crisp appeal have a permanent finish; that colours are fast, in both cottons and crêpes; that fabrics are non-shrinkable.

Look, also, for trimmings and fastening details that won't get out of gear. There's no need, any more, for skirts to bump over the hip where they close. Slide fasteners keep them as smooth as your hose. Big enamelled hooks and eyes make neat, businesslike fastenings, and add enormously to the chic of tailored clothes. You now find all these smart, practical features on very inexpensive dresses and suits. And many a cheap little dress makes a special appeal because of its very good-looking belt.

Give serious consideration to the type and the quantity of clothes that you need. It's a pity to spend all your money on elaborate afternoon dresses, only to find that every one else is wearing mechanics' blue denim beach suits all day. If you're going to be in the city a great deal and have a limited amount to spend, better search for several thin tailored silk or linen dresses rather than spend all on one or two expensive crêpe dresses that are always at the cleaner's when you want them. The silk-and-cotton bengaline, the sheer crêpe, and the cool plaid, all on page 109, are examples of what we mean.

This living in the country and dashing back to town—or living in town and going out to the country—is not going to complicate your wardrobe problems as in previous years. There's a new type of city-and-country clothes as self-possessed as the town-and-country suits of spring and autumn. The black-and-white striped piqué, on page 107, is a perfect illustration of this.

All those slick and simple silks; all those cottons so formal they can double for silks; all those linens so crude that even the handsomest imported ones look like hopsacking—these all play into the interchangeable city and country summer wardrobe idea. Even some of the accessories lead a double life—the rustic straw hat, for one, and the rustic straw catch-all bag. Nothing could be more of a help to limited incomes than this interchangeable trend.

Study these pages of Vogue, decide what you need and what you can do without, and then begin to plan your summer wardrobe. You'll find it a very good game.

Opposite: One of those simple, unpretentious, wonderfully well-cut summer dresses that won't deplete any purse. It's of white linen, banded with blue—Sanforized-shrunk, incidentally; soapsuds have no terror. Dress it up for lunch with a huge blue or white hat. Under $25. Best; I. Magnin, California



SHOPS IN OTHER CITIES HAVE THESE CLOTHES

COTTONS AT LITTLE COST

In the cool of the evening, when you dine at home, slip into this long-coated pyjama suit. That sail-white piqué coat is equipped with major-domo frogs and is tailored with neat precision. Beneath it are satin trousers, in a sharp navy-blue colour that makes white seem even whiter. And for all this home relief, you pay around $15. Lord and Taylor

Imported from Hungary is the peasant-patterned cotton of this dress for dining perhaps at the country club. Its old-worldliness, however, has an astringent touch in the glacial white piqué revers and cuff-binding on the short-waisted jacket. The dress underneath has a low décolletage and smoothly moulded waist-line. Around $30. Franklin Simon

No hoarding needed for these two dresses of an imported French linen. First, a soft blue dress accelerated by a dark red belt, dark red initials, and red-and-white scarf. About $23. From Best; and Marshall Field. Second, another town-or-country dress, toast-coloured and belted in white kid. Snowball buttons on closing and pockets. About $15. Jane Engel

One almost believes money isn't everything when one sees this town dress of black-and-white piqué, chevron-striped, with its good white belt. The piqué has Sanforized and Everfast pedigrees, and the whole rests lightly on your bank-account. About $13. The Cotton Shop; Marshall Field. Linen and grosgrain hat about $10. Altman; Marshall Field



Above: For that brief ride to the country club, or a city roof-top—this wrap of toast-coloured Du Pont Rayon and silk faille. The full sleeves well from a narrow shoulder-line, and go over the puffs of your frothiest dress. A coat to shelter your entire evening wardrobe, and it won't even nick your budget. About $10. Chez Rosette

Right: With summer coming on, you'll need a cool dark dress for dancing: one with a full, spinning skirt. Such a dress as this one, for instance, of black silk chiffon marked with clusters of bright flowers and scribbled modernistic petals. Two tenuous straps go over each shoulder; coloured ribbons tie the bodice. About $24; Macy's

MINIMUM WAGE COMPENSATIONS

First below: Here's proof, in the fabric, that you don't need a four-figure income to be smart. Take this silk chiffon dress. The colour combination of the plaid—green, black, and white—is as cool as a winter scene. A narrow sash swathes the waist-line and drops into fluttering ends; narrow tucks radiate around the skirt. About $30; Jane Engel

Centre: Whether it's heat or humidity, you'll get full value from this jacket dress of Cheney's crisp silk-and-cotton bengaline. There's no frippery to the strict jacket and straight skirt, and a white piqué gilet gives you a just-out-of-waxed-paper look. Wide-brimmed white linen Breton. Dress about $25; hat about $13. Bonwit Teller; Marshall Field

Third: All the details of this dress are worked out with upper-price-range precision. Dress and bolero are made of Du Pont Rayon romaine in navy-blue; frosty white piqué faces the revers. Red patent leather belt. The blue straw hat has a white toyo crown and a red grosgrain streamer. Dress about $17; hat about $13. Altman; Marshall Field



Whispers to a girl with nothing a year



Light-headed



Look peasant

Be beautiful though broke in those four hats above:
First, a yellow felt Breton, bound in navy-blue -
a charmer with a blue linen dress; about $4; Franklin Simon.
Second, a wreath of braided pink Nassau straw that
keeps curls obedient when you drive; about $2; Bonwit Teller.
Third, a yellow straw peasant hat; under $7; Lanz of Salzburg.
Last, a wide-brimmed, open-topped hat of natural straw
to plant on top of a cotton bandanna; Bonwit Teller.

Bailey's Beach will respect this as much as Jones Beach -
a black-and-red cotton dirndl with kerchief to match.
Wear it also for dinner at home on stifling nights
and feel very pictorial for about $16; Bonwit Teller.
Go to picnics or sit on the beach with the children in that
bolero and dress of green-and-red mosaic-printed cotton.
String straps allow a fine sunburn; about $15; Lord and Taylor.

(Far right) No need ever to turn down week-end invitations
if you own this three-piece outfit - jacket, skirt, slacks.
Have it of natural coloured Crown Rayon, wear red or blue
accessories, bring along an evening dress and a bathing-suit,
and where couldn't you go? About $25; Altman; Marshall Field.
Take along also: These two bracelets of
red and yellow sea-shells; about $1 each. The yellow
Indian cotton handkerchief to tie up your head; about $1.
And that linen school bag; about $5. All from Bonwit Teller.



Week-end special



Added charmers



No one will recognize a three-year-old evening dress if you top it with this white fringe cape. Put your best clip at the throat. About $12; Bloomingdale Neckwear Counter. Other good dodges for penury: Make an alluring cape out of tiers of tucked net or marquisette that you get at McCutcheon's. Have a good fur man remake your old ermine or caracal coat into a short bolero or brief double-breasted reefer.

(Far left) One-piece beach suit of navy-blue linen with a wealth of pleats in the shorts; about $7; Lord and Taylor. Next, a bathing-suit and coat of cotton crash; about $11; Best.

Summer shoes that won't pinch your purse or you: White linen tie-sandal built on the square; Bonwit Teller. Evening sandals of red-and-green printed crepe; Macy's. Brown canvas moccasins, piped with red; Lord and Taylor. California makes and plays in these sandals of red-and-blue cotton, with suede soles; Best. None are more than $5.



More dollar-stretchers: That citron-yellow lisle shirt with a horizontal stripe; about $2; Bloomingdale. A top-coat of pink kasha-like wool; about $23; Martha West. With it is worn Dobbs' crownless crepe turban, about $7. Third, a blue Britella flannel cardigan, glove-stitched and fastened with tiny pearl buttons; about $7; Altman. Fourth, one of the newest things that has happened to terry cloth - a man's tailored jacket to wear over tennis dresses or bathing-suits; about $9; Bonwit Teller.

Linda Pennyfeu



A

7693

7622

S-3077 H

D



CITY CLOTHES-LINE

Designs for dressmaking in cottons and linens

KEEP the city clean this summer with these new town cottons and linens, which all go into the tub.

Frock No. S-3977 has the very new short waltz skirt; designed for sizes 12 to 18, 30 to 36. Make it of imported organdie cloqué (a); Lord and Taylor.

"Easy-to-Make" Evening Coat No. 7622 is designed for sizes 12 to 20, 30 to 42. Choose Galey and Lord's superweight piqué (b), at Macy's.

Frock No. 7693 is designed for sizes 12 to 20, 30 to 38. Use Ameritex dimity, Bellmanized (c); Macy's.

Suit No. 7627 and Blouse No. 7324 are both designed for sizes 14 to 20, 32 to 40. Use embroidered linen (d) for the jacket; black Sanforized linen for the skirt; jacquard linen (e) for the blouse. All Everfast fabrics; all at Macy's.

Box-Coat No. 7637 and Frock No. 7680 make a spring ensemble, designed for sizes 12 to 20, 30 to 40. Use McBratney's white Vitalized linen for the coat; Fiatelle's "Key Bet" (f), Sanforized-shrunk, for the dress; Macy's.

Frock No. S-3981, designed for sizes 12 to 20, 30 to 38, could have a bright scarf of Ameritex cloquassay (g), at Macy's. If made of Wamsutta Lustercale (h), at Altman, it would cool off the city streets like a breeze.

Frock No. 7706, designed for sizes 14 to 20, 32 to 42, calls for the striped piqué (i) of Henry Glass; Stern.

Couturier Ensemble No. 504, designed for sizes 12 to 20, 30 to 38, makes the most of McCutcheon's imported tweedy linen (j) and black mesh linen.

• For the back views, turn to page 130



A



B

ALL MODELS SHOWN ON THESE PAGES FROM BEST

A. For all such festive occasions as a christening or a godmother's visit—this French baptismal dress of lawn, with tucks, hand-embroidery, real Valenciennes lace, and ribbon

B. This demure little girl wears a coat of peach tweed with a semifitted waist, grown-up fashion, and a full, flaring skirt. The natural Leghorn hat has a curving-down brim

C. For your sturdy little boy, here's an equally sturdy covert-cloth top-coat in delft-blue or tan. There's a back belt, and two big pockets hold string, marbles, pennies, and the like

D. The very first fashion interests—Vanta pants and Carter's sleeveless silk-and-wool shirt, non-binding, non-scratchy. Solid comfort for newcomers in any month you can name

E. All dressed up: A primer party-goer in a powder-blue silk crêpe dress with fine smocking. On the hook, a yellow tweed coat for dress-up, with a shining white piqué collar

F. Play clothes for getting down on the floor: blue corduroy overalls; a blue-and-white lisle shirt. On a playmate, minute blue knitted shorts and a white, porous-knit sports shirt

G. For the littlest gadabout, an absurdly brief cotton dress in frosting-pink, with a scalloped yoke hinting at a bolero, and puffed sleeves. All toys and nursery furniture from Best



C

NELSON



D



E

Child's Play

F



G





CECIL BEATON

THE DUCHESS OF LEEDS, photographed on her visit to New York in this white lace dress from Schiaparelli. She is Serbian by birth, and her husband's sister married Lord Glamis, the Queen of England's brother



MADAME JEAN RALLI, Grecian by birth, is one of the best-dressed women in Paris. She wore, on her visit to New York, this Molyneux suit, red straw Suzy sailor, and a wristful of Balinese bracelets



SHOP-HOUND GETS UNDER TWENTY-DOLLARS



What impresses me the most is all the smart substantial sports things you can find for under $20. All this integrity of fabric and cut. Here's a two-piece play dress, made of Wamsutta Tog Spin cloth, which, in addition to all the Wamsutta virtues, is Sanforized-shrunk. About $6, in a range of lively colours, in Bonwit Teller's beach shop. Just under $20, in this shop, there's a wonderful two-piece blue denim fisherman's outfit, with overalls designed for sun-bathing, and a Breton fisherman's short smock to go on top. To vary this outfit, you might add some flamboyant plaid gingham shirts to wear under the overalls. You'll find these at Bonwit Teller, too.



There are perforated stripes, for cool chic, on these hand-sewn Kislav doeskin gloves (far left). Kislav doeskin takes a lot of washing and seems to be the whiter for it; which makes sense. About $6 at Best. If you'd like some good-looking cotton gloves, look at the Wear-Right collection, at Best. They have a neat, decisive quality, hand-sewn edges, and are made of an imported cotton-doeskin, sparkling white; from about $1. Great excitement is the new Creed glove, also sketched. Of white doeskin, with dynamic overstitch, in dark contrast; about $5 at Saks-Fifth Avenue.



This blue-and-white sailor-striped cotton shirt might have come from the *quais* of Toulon—or so you'd think. But the story is different from that. This shirt has been carefully designed and cut for the feminine figure, and the cotton is Sanforized-shrunk. Find it, as a fillip, for about $3 at Jay-Thorpe. This is a wonderful shop in which to look for the backlogs of your summer wardrobe—the separate skirts and slacks and shorts with the emphasis on fabric and line. There's a series in imported Tyrol linen, with a neat slide closing and a cut that gives you that slim-hipped look. Finding these all under $20 is one of the things that makes this dog's-life gay.



For a change of scene from beach things, and for about $5, there's this Winterhalter sort of hat. Wonderfully becoming, but no hint of the old-fashioned girl. Wanamaker has it, in pale-yellow Leghorn-straw, with dark velvet streamers in opulent contrast. In Wanamaker's Cotton Shop, Shop-Hound picked out a dress to go with it: a softly tailored chiffon linen with a tucked bosom and a chiffon scarf in a contrasting colour. In lemon-yellow, pink, or blue; about $11. And don't miss a two-piece dress with a *grège* linen top, black linen skirt, and red enamelled hooks-and-eyes and belt.

For bright dancing sandals to turn a new colour trick on your cotton evening dress; for beach sandals to strike up a special colour combination in your play suits and slacks, Macy's shoe shop might be kept in mind. Here you can let yourself go and buy all the extra shoes you want for around $5. Now that the shop is remodelled, in a polished modern manner, their casual summer shoes seem more exciting and varied than ever. This 1937 Indian slacker (sketched) is of white and blue gabardine with side-elastic goring, a high-riding vamp, and a rubber sole—soft as a moccasin; around $2. There's a great variety of coloured shoes like these. (Continued on page 134)



Helena Rubinstein INTRODUCES



HER NEW BEAUTILIFT MASQUE

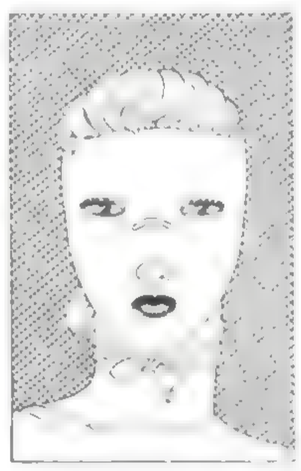
A great woman has created a great masterpiece. . . . The woman is Helena Rubinstein. . . . The masterpiece is her new Beautilift Masque.

The Masque Treatments given in Helena Rubinstein's American and European Salons are celebrated the world over. Prepared for home use, they occupy first place on the dressing tables of the most beautiful women that walk the earth.

Such great beauty have they brought—even to women who have given up their youth and beauty for lost—that it seems inconceivable that Helena Rubinstein could do more to make beauty dreams come true. Yet her new Beautilift is an expression of Helena Rubinstein's genius at its height, for it is the answer to every woman's beauty problems . . . no matter what her age, coloring or type.

The woman with unruly chin who has allowed her face and contour to relax will bless Helena Rubinstein for creating her new Beautilift Masque.

The woman whose skin is beginning to lose its firmness and first bloom, will want to write Helena Rubinstein letters of appreciation about the new Beautilift.



You will note that the Beautilift Masque is unique in that it covers the face completely and has an adjustable nose-piece that fits over the bridge of the nose and under the eyes. This, Helena Rubinstein designed especially to eliminate lines, crow's-feet and puffiness about the eyes.

The younger woman who wants her skin to retain that "early-morning" freshness . . . that radiant look of youth . . . will thank Madame Rubinstein for making it possible.

The new Beautilift Masque is as unique in form as it is in function. It consists of an actual mask of pink silk which you dip into a special lotion and then fit over your face and throat, tying the ends snugly.

The two-fold action of the lotion and mask lifts the contour upward and youthward. Face and throat alike quickly respond as this ingenious masque works for your beauty . . . remodeling contour . . . revitalizing and re-beautifying the skin. Wear Helena Rubinstein's Beautilift Masque before dinner . . . in the bath . . . whenever you have leisure during the day. And stay young! Beautilift Masque and Lotion, 5.00.

NEW PORE MASQUE

Helena Rubinstein's new Pore Masque is a special corrective for such conditions as blackheads, oily skin, enlarged pores. It clears up muddy complexion . . . brings dull, lifeless skin the glow of youth. Use Pore Masque every second day and you will watch with delight the amazing result this new Helena Rubinstein creation brings. 2.00. Available at Helena Rubinstein Salons and smart stores.

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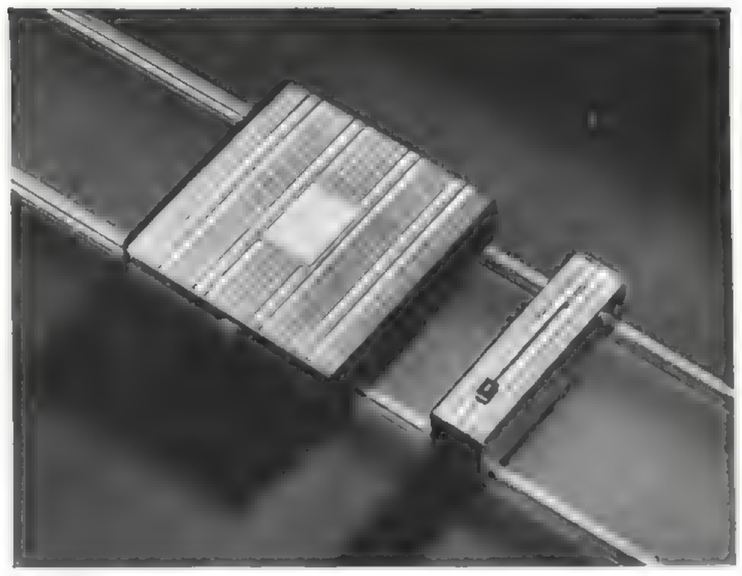
helena rubinstein

715 FIFTH AVENUE, NEW YORK CITY

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DISCOVERIES IN BEAUTY



ANDERSEN

Black accents emphasize the chic of Elizabeth Arden's gold-finished vanity-case and lipstick set

THIS is a season when glamour is rampant in the mode. "Little Girl Dresses," "Dresden China Dresses," dramatic evening clothes all call for a glamorous complexion.

Elizabeth Arden has a new device for creating this effect, and she has named it her Glamour complexion. You achieve it by using two powders, different in weight as well as in shade, and using them exactly as you are told. "Lysetta," in the Arden Illusion Powder, is a lovely bright shade, and, if you choose this, you pat it over the entire face and neck, with the exception of the nose. Then, over this, use Cameo Powder in a deeper shade, powdering over all, including the nose.

Since seeing is proverbially believing, you can convince yourself by means of little puffs containing these powders, which are awaiting your trial at your favourite cosmetic counter or at any of the Elizabeth Arden salons. Just testing the idea on the back of your hand—one powder on one hand, and the two superimposed on the other—gives you an idea of the translucent effect you can get on your face.

Even if you habitually do your own nails, there is no reason for their not looking entirely professional, what with all the helpful new preparations that keep making their appearance. Peggy Sage has just brought out a Finger-tip Treatment Lotion that does the most regenerating things to brittle nails and dry cuticle. It is formulated on the sound principle that "between-manicure" care is what most influences the appearance of your finger-tips, and it not only helps to supply the nails with beneficial oils, but whitens, softens, and cleanses, as well. The bottle of Finger-tip Lotion comes trimly boxed with a rubber-tipped applicator and a fine little red enamel brush. All very effective and complete.

Counting the number of really well-groomed hands we see around town has gotten to be an interesting, but revealing, little game with us. Because even well-manicured nails can't do much toward enhancing hands that are rough or reddened. Rose Laird has a new hand cream called Shaperone, which can do wonders with hands that are less than fairylike. You rub a very small amount of it well into your hands, until the skin absorbs it—leaving an imperceptible protective film on your skin. It has a delicate fragrance and is very light and greaseless. Incidentally, elbows need this cream as much as hands do.

And to disprove the adage about "many a slip 'twixt hand and lip," Rose Laird has contributed Tu-Lip Red Lipstick to the season's colour scheme. Tu-Lip hasn't a trace of yellow in it, but the blue content is sufficiently muted to make it particularly good on blond ladies, who feel they can't wear the more extreme new lipstick shades of wine, blue, and violet as successfully as their brunette sisters.

Since the basis of beauty is cleanliness, it is always encouraging to find a preparation that makes you feel you're attending to this fundamental requisite (Continued on page 122)



In the close-up

WEAR YOUR POWDER LIKE THE ROSE

No matter how close to you loving or critical eyes may come, Chiffon Powder actually appears a part of your skin. Like the delicate veil on rose petals, this marvelous shine-proof powder is almost invisible.

It is made by a special process that removes all the shiny particles that reflect light. Because of its marvelous texture it cannot clog the pores yet it clings to your skin for hours giving it that soft dull finish.

In the close-up, wear your powder like the rose —with Chiffon. In eight lovely shades, $3 and $1 the box, at leading department and drug stores. Primrose House, 595 Fifth Avenue, New York.



CHIFFON POWDER ACTUALLY APPEARS A PART OF YOUR SKIN

Mrs. Oliver Harriman wears

Peggy Sage "Bisque" Polish

on her distinguished hands



The gracious, beautifully groomed hands of Mrs. Oliver Harriman, for years a Salon client of Peggy Sage. In the photograph above, taken at the New York Salon, Mrs. Harriman is wearing Miss Sage's exclusive Bisque shade of polish.

New names, new faces, are constantly encountered at Miss Sage's New York, London and Paris Salons ...drawn there by the famous beauty care that gives such elegance and grooming to hands.

But perhaps a still greater tribute to Peggy Sage are the distinguished names—and the hands—of those women who follow her Manicure Method today, just as they have for years!

Prominent among them is Mrs. Oliver Harriman, who posed recently for the Salon photograph above.

The enchanting results of Miss Sage's beauty method reach far beyond her Salons. At home countless smart women keep their hands smooth and satiny textured, exquisitely groomed, with Peggy Sage Hand Creams and Lotions, her Fingertip Preparations.

And for incomparable charm, Miss Sage presents such exclusive "dusty" nail polish shades as Red Banana, Bisque and Shrimp, Dusty Rose and Tulip! At all smart cosmetic counters, with her dozens of Rose and Red and Jewel tones.



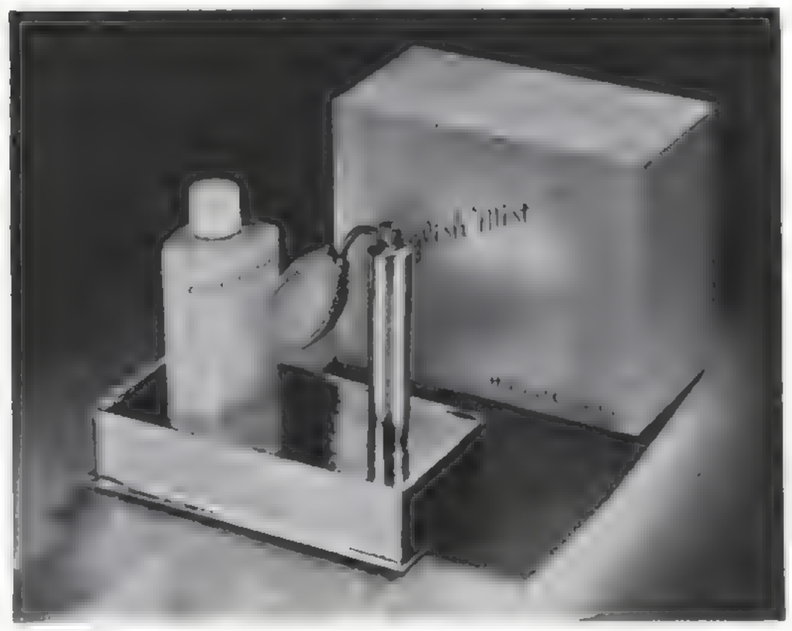
PEGGY SAGE

SALON MANICURE PREPARATIONS

Liquid Polish $1.00 ... Lubricant Polish Remover 50¢ ... Lubricant Cuticle Remover 75¢ Fingertip Treatment Kit $1.50 (for the health of nails and cuticle) ... Gardenia Liquid Hand Cream $1.00 ... Hand Lotion $1.00 ... Hand Mask Cream $1.00 ... Hand Smoother and Softener Cream $1.00. Manicure Sets $3.00 to $35.00.

PEGGY SAGE SALONS: 50 EAST 57TH STREET, NEW YORK...PHONE PLAZA 3-9011
LONDON: ONE THIRTY NEW BOND STREET...PARIS: SEVEN PLACE VENDOME

DISCOVERIES IN BEAUTY



ANDERSEN

"English Mist," introduced by Helena Rubinstein in her salons, is now at cosmetic counters (see below)

(Continued from page 120) with all possible dispatch. The Delettrez Laboratory has just perfected a cleansing cream that is practically a vitalizing treatment in itself, it's so efficient. Besides zealously removing all surface impurities, Delettrez Cleansing Cream has a decided tendency to awaken and revitalize the myriad tiny cells and glands of the skin, leaving it not only immaculate, but fairly glowing.

If, at the end of a treatment at Helena Rubinstein's salon, you have had "English Mist" sprayed over your face as a final benediction, you have probably remembered it as one of the pleasantest and most satisfying of all beauty experiences. Now, you can spray "English Mist" for yourself at home, and it is still a wonderful experience!

People went into such raptures about the whole business, that Madame Rubinstein devised the atomizer arrangement you see in the photograph above. What "English Mist" really does—aside from making you feel as though you were out in a real one!—is to give a moist soft bloom to your face, as well as help to invigorate the skin. Its cool, mat finish is a suave foundation for make-up and avoids any flaky effect to your powder. A luxurious gesture with a beneficial purpose!

If you are a lady of energy and determination, willing to exert some effort of your own toward this business of beautiful hair, consult Walter and Sisters, at 20 East Forty-Ninth Street. For, there, Mr. Walter will tell you gently, but firmly, that seventy-five percent. of your hair condition is independent of your hairdresser. In brief, you must brush and brush and *brush*, privately and constantly. This done, Walter and Sisters will step in and do their part, which is very satisfactory indeed. They do lots of good earnest scalp massage, by hand and by vibrator, and their special shampoo formula, a rich foamy oil, is a delight; it leaves the hair so shining and soft. This oil also goes on after hair colouring, which is Mr. Walter's particular specialty (a sort of hereditary accomplishment, perhaps, Mr. Walter having been European-trained by his father)—and, if you are definitely unreconciled to those grey threads, you can trust your head to Mr. Walter without a qualm.

This salon believes that a long, unbroken hair surface in back is hardening to most faces, and they are shortening the "page-boy" curls at the nape of the neck, as well as putting shadow waves aslant across the crown. There is a smart, short simplicity about all their coiffures, good to keep in mind for fast-approaching summer.

The new Jardinière Skin Perfumes offer just the excuse these fine days for being utterly lavish with scent. These skin perfumes are actually a sort of heightened cologne, having two to three percent. more perfume oil than most toilet-waters, and they possess an astringent quality that puts them in the category of warm-weather blessings. You may (Continued on page 124)



Cuir de Russie of Chanel is the true scent of Russia Leather... as authentically attune to the out-of-doors as the Chanel clothes which first made the out-of-doors chic. It has the rain-washed freshness of an April morning, the ingenuous elan of the first spring blossom. It sets the final seal of absolute correctness upon your country clothes... yet town tailleurs and the furs you wear with them are likewise enhanced by it.

No. 5 **Cuir de Russie** (Russia Leather) **Gardenia de Chanel** **Glamour de Chanel**

Costumes by Hattie Carnegie, Inc.



FAIR AND WARMER

New Miriam Gross *ensemble* that's going to be prevalent as the sunshine in vacation areas this summer! The fabric is cotton, knit in a cool crisscross stitch. Costume consists of a *two-piece dress* with tasseled belt and pocket embroidery in Mexican flower colors, $14.95. . . . A *topcoat,* so trim and tailored it can be worn with almost anything, at $12.95. . . . And *gloves,* knitted and seamless, with flared cuffs of matching crisscross. Natural or pastels. The Miriam Gross Company, Milwaukee, Wisconsin.

DISCOVERIES IN BEAUTY



ANDERSEN
Germaine Monteil's new travel kit provides you with what you need en route, smartly and compactly

(Continued from page 122) choose from any one of the five odours—"Gardenia," "Honeysuckle," "Lavender," "Egypt," and "Vienna," all of them pleasantly moderate in price.

The case you see below is impressively known as the Imperial Chest. It is the first kit that Imperial Formula has offered, and it gives you an opportunity to try these beauty formulæ at surprisingly small expense. The chest includes the Deep Cleanser, Toning Lotion, Skin Balsam, Rubesco Balm, and the Imperial Formula Face Powder that clings to your face with flattering and enduring effect. You can buy the new chest at Lord and Taylor's in New York and in various other beauty shops throughout the country.

In a nice green salon at 673 Fifth Avenue, Antoine, of Antoine le Printemps, does practical, becoming things to your hair. His bent is away from the eccentric, and he works until he finds a style that particularly becomes you. He does, however, have a favourite coiffure, adaptable to many. In this, the hair is left fairly low on the nape of the neck, and cut into different short lengths all over the head. These wisps are softly curled and then brushed out vigorously. The final effect is casually wind-blown, incredibly gay, and young without being *jeune fille.*

Antoine le Printemps has, too, a pungent new carnation perfume from France, called "Brise de Printemps," and having the crisp, accurate freshness of those fashion-favoured flowers themselves.



RAWLINGS
Five luxurious Imperial Formula preparations are neatly fitted into this handsome ivory box

LAND AT LAST! . . . . . .

Straight off the boat. A rough crossing. Feeling her worst when the liner docks. Yet that evening there's a party she positively must attend. No getting out of it. Only a few hours before she must think of dressing for dinner. What to do? While her maid unpacks, she hails a taxi and drives to Elizabeth Arden's Salon...



BEAUTY IN SIGHT . . . . . .

There she is taken firmly but gently in hand. Skin yellow and sluggish looking? What she needs, evidently, are special oil and circulation treatments, to clarify the skin and bring it back to its normal freshness and vividness. Clever fingers work warm oil and cream into her cheeks. To tighten the surface of the face and charm away that lined and jaded appearance, she has an Elizabeth Arden Masque. Next, an Ardena Bath to remove the lingering traces of fatigue and stiffness...



LOVELINESS REGAINED . . .

Finally, a stimulating turn in the Exercise Room. Wonderful to feel youth and vitality begin to creep back into her limbs! Now she's ready—and more than ready—to confront the universe. New hope. New Outlook. A new face. And, to accentuate her beauty—increase her magnetism—underline the effect of her personal charm—one of those exquisite Elizabeth Arden make-ups, specially designed to harmonize with the color of her new dress. A last touch of exactly the right Ardena Lipstick. She steps out—walking on air—the world at her feet.



Elizabeth Arden

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COMPANION TO CORONATION GAIETY IN LONDON . .

OF THEE I SING (DE TOI JE CHANTE) BY CHARBERT

OF THEE I SING PERFUME . . . 1.00 TO 24.50

DRUMSTICK VANITY..SINGLE 2.50. DOUBLE 3.00

THE FAMOUS DRUMSTICK LIPSTICK . . . 1.00

AVAILABLE AT THE BETTER SHOPS

PRINCESS STYLE

(Continued from page 89) Behind all Princess Elizabeth's training, there is an undercurrent of seriousness, born of the realization that some day she may have to stand at the head of Great Britain as Queen. Because of this, Princess Elizabeth goes to a good many of the court levees, where she can tell the rank of every officer by a quick glance at his uniform. She can tell you what the various medals were earned for, too, having practised on those of the late George V., as well as her father's. There's one delightful story of a famous general who, decked in a dazzling array of medals, attended a palace levee. Afterward, the general, invited to lunch at 145 Piccadilly, put the medals in his pocket. The Princess Elizabeth, however, had been present at the levee, too. She missed the medals at lunch, and commented. Her father explained to the general that she was learning about medals, and suggested that the general might assist with instruction. On this, the general pulled out his decorations, squatted on his heels, and said to the Princess, "Delighted. Pin 'em on, madam, and mind you get them right."

LEARNING BY EXPERIENCE

Such object-lessons as these make up the greater part of Princess Elizabeth's education, since her parents believe in practical demonstration rather than the process of digging cut-and-dried information out of text-books. Later on, the Princess will feel the broadening influence of travel, learning about her dominions and world affairs at first-hand. So far, though, she just goes on historical excursions to places like Runnymede. As her education becomes more specialized, Princess Elizabeth will learn public speaking, for, if she becomes Queen, she will have occasion on occasion when she will have to get up and address council meetings, throngs of enthusiastic subjects, or—perhaps most formidable—the microphone.

The Princesses' wardrobes aren't really so different from all the other little English girls' wardrobes, and all of them have several light-coloured frocks of washable jersey or Viyella flannel, reserved for minor occasions like Sundays at home, tea with friends, or being summoned to the drawing-room to see grown-ups. These frocks aren't the plain unadorned ones of playtime and every day; they are dressed up with some special tuck, some frill or ruching or fine hand-work.

Many little girls wear short-sleeved cotton frocks—little sprigged muslins, and delicate lawns—all through the winter, with a fine disregard for climate. These are supplemented, on days when the fogs roll in, by little cardigans of coral, primrose, and baby-blue, which, in all likelihood, devoted, starched Nannies knitted up in their spare moments.

EVERYTHING NICE

Party frocks are straight out of your favourite picture-book, with their tight little bodices and full flaring skirts. Princess Elizabeth and Princess Margaret Rose wear them often, when they peer excitedly from balconies at the pomp and glitter of parades. The newest ones are of *broderie Anglaise*, in pale pink, blue, or apple-leaf green, or one of the fantasy organdies, printed with flowers and crinkled like tissue-paper around a nosegay. There's silk organdie, too, and lisse with silver threads over rustling taffeta petticoats. Party frocks are most satisfactory when they stand out and have lots of frills on them.

A good many party frocks appear first in public as bridesmaid's costumes. These are ankle-length, the first taste of dress-up. Little boys, too, are pressed into service at weddings, and, on such occasions, they are put—sometimes forcibly—into page-boy suits with long satin trousers in pale blue or bright red, or any colour the bride may have fancied. Ruffled shirts of white georgette crêpe climax all that splendour, and they're ready to give a hand to holding up the bride's train.

Underneath all their glamour, the little girls usually wear a neat garment of heavy mesh, called a "Sheathalo," which holds them all of a piece without hampering any action, and which—even more important—serves to keep stockings up without any regrettable wrinkles. For every-day wear, jersey knickers, which match the dresses, go over this other arrangement, and these allow for lively scrambling—frequently most undignified—about stables and over country fences. Parties, of course, call for something a little more special, and here white muslin or crêpe de Chine panties—properly ruffled—carry out the festive spirit.

BEAUTY BEGINS

The little Princesses are happily blessed with wavy hair, which gets brushed and brushed every day, and they and their friends all have high lights, whether the hair be blond, chestnut, or jet-black. Little girls whose hair grows straight as a string don't fret much about it—permanents are very much out of order for the youth of the land, and straight glossy hair has character of its own. On frilly occasions, good old-fashioned rag curlers are brought into play, and the English Nannies beam on their own handiwork the following morning.

You won't see either Princess Elizabeth or Princess Margaret Rose decked out in any of the royal jewellery—at least, not at this early age. Little girls are permitted only a tiny necklace of pearls or corals, or an old-fashioned locket on a silver chain, which may contain parents' pictures—or a curl from the pet dog.

The daily routine of a smart child is as carefully systematized as her clothes. Beginning with perambulator days, Nanny is her guide and mentor. The Nanny of story and song is still the Nanny of ten out of eleven families. Trained as a nursery-maid in her distant past, handed on from one generation to the next, from one branch of the family to another, Nanny rules the nursery. She has been known to rule the rest of the family also, and the boy who brings up the coals and the little maid who serves the nursery meals stand in wholesome awe of her.

She takes her charges into the park the minute they are bathed and dressed and (Continued on page 153)

American Ships and SERVICE

Specially planned to make you feel at home . . . to offer you outstanding *value*.



The WASHINGTON—and her equally famous twin, the **MANHATTAN**—are the largest, fastest, finest American liners on the Atlantic, and two of the most popular vessels afloat.





Miss Alice Marsden greets a friend at gay "Flamingo Beach"—one of two outdoor pools on each "Big 3" liner. (The Manhattan and Washington have tiled indoor pools).





(Above, right)
Seagoing games probably will be part of your day's program. Here's some shuffleboard on one of the broad, sunny decks that provide such ample facilities for all kinds of deck sport.

A cigarette on deck — after a perfectly grand dinner in *air-conditioned* dining rooms. Entertainment to follow includes dancing, to orchestras on a par with the best hotels — movies, often pre-release.

Splendid modern liners featuring* American *standards of comfort and hospitality. Services direct to* All *Europe—or between New York and California.

FROM STEM to stern these popular "United States" or "Panama Pacific" Liners show not only careful planning, but also long experience in giving *Americans* just what they want in modern ocean travel.

Small details—which make such a difference—get just as careful attention as the more "important" things. Your coffee is *real* coffee! Your hot water runs *hot*. The push-button in your stateroom (which will be answered promptly) is convenient to your reach. There are triple-view mirrors—plenty of closets and places to put things—and beds, not berths, with restful inner-spring mattresses. And everywhere—*elbow room*.

Service is prompt and deft. Stewards are thoroughly versed in American ways and preferences. The hospitality aboard these ships is genuine—their widespread reputation for friendliness as well as homelike comfort is well deserved.

The MANHATTAN and WASHINGTON to All Europe

IRELAND, ENGLAND, FRANCE AND GERMANY

Rates are moderate on these superb liners. You can get *a room with private shower and toilet* for as little as $181 per person. Other Cabin Class accommodations from $172. Tourist Class rates, $116 up. Sailings Wednesday at noon, alternating with the friendly President Harding and President Roosevelt with Cabin Class rates as low as $129.

The Famous "BIG 3" to California and Mexico

The California, Virginia and Pennsylvania are the largest ships in Coast-to-Coast Service via Havana, the Panama Canal and Acapulco. Fastest schedules, too. First Class rates begin at $225 ($250 at some seasons), Tourist Cabin rates at $125. Also "Circle Tours", where you travel one way by sea, one way by rail or air . . . and all-inclusive 9-17 day Vacation Cruise-Tours.

Ask your TRAVEL AGENT for complete details about travel on these American ships, particularly the special round trip reductions. He will be glad to help you get the utmost travel *value* for your money.



The cameraman catches Miss Virginia Davies playing a fast game of deck tennis a good foot *off* the deck.

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ALL THE WORLD LOVES A LLAMA

(Continued from page 76) Bears are funny. Funny in their lumbering shuffle and in the way their behinds slope down. And cubs are born comedians—sitting down suddenly on those absurd bottoms and then lying on their backs with their paws out, wanton as any puppy.

Show me the human (non-pathological) who is not moved to mirth by a pair of monkeys working over each other with that breathless and cross-eyed absorption that man only achieves when he studies menus, or his own face. It is, of course, this Narcissism that draws people to apes. The parallels are so obvious, so amazing. And yet the differences are sufficient to sustain and increase one's superiority as a species, and to permit of that patronage which is part of all human love for animals.

For there is no doubt that a zoo is ample field for condescension. It is a positive indulgence for most people to pity the poor panther as he pads—black velvet malevolence—from grill to iron grill; to laugh at the yawping pink blubber of a hippo's mouth; and at the clever patience of an elephant spraying its mountainous tough back with chaff.

People gaze with satisfaction (tinged with a smug shiver of awe) at the imprisoned royalty of some huge Bengal tiger, yellow eyes staring sightlessly out of the great cat-head; or at some lean tan lioness stalking ghosts. (Thank heaven, though, there are some who find tragedy in this stare and this stalking; and are somehow deeply hurt at the thought of so much splendour brought to nothing and laughed at by pygmies. And there are some who wept at the story of the Central Park polar bear [pre-Mosaic era] who languished and sickened mysteriously through one spring, summer, and autumn; then, at the first snow flurry, danced a tarantelle of primordial ecstasy—and fell down dead.)

But by and large, the zoo is a happy place. And New York City is blessed by two of the happiest. The Bronx Park Zoo in its spacious preserves and natural beauty; Mr. Moses' little spot in its compact, story-book perfection. The Bronx Zoo, being harder to get at, is frequented less casually and therefore by a lesser variety of types. It is the inevitable and orthodox pilgrimage of all children, accompanied by parent or nurse; and of all lovers who want to see how each other look in simple surroundings; and of all people who have a scholar's passion for animals and their habits. The Bronx Zoo is paradise for the student of zoology and Nature; the Central Park Zoo is paradise for the student of humanity.

For here come all: the smart woman strolling up-town after a morning's shopping; the foreigner stumbling upon it in his quest for American colour; the loafer giving his loafing a sharper focus; the philosopher smiling at the camel's condescension; the banker explaining to his small son (not too clearly) why monkeys have prismatic posteriors.

Only one thing is missing. Please, Mr. Moses, how about a band? A band with a lot of brass in it, and a fat tuba player. And then, maybe, the zebras would waltz and the elephant would rhumba and the seals would take turns at the French horn.

There is only one alarm. It is becoming smart to go to the zoo. "Let's meet at the zoo, darling!"

". . . My dear, you simply *must* go to the zoo—it's divine!"

But then, thank God, animals have one more cardinal virtue: they can't make social distinctions. And they will act no whit better or worse for a lady hung with sables than for Mrs. Zcbyncka of Bleecker Street.

You can not spoil an aoudad.





Wedding Gown Designed by Lenora Ormsby, Jewels by Marcus



WRITE FOR THIS BOOKLET. You will find "The Bride Selects Her Table Silver" useful when you start the important task of choosing your sterling. It will help you judge quality, decide on the pieces you need, and it pictures all the magnificent "Treasure" patterns. There is no charge. Address Lunt Silversmiths, Greenfield, Mass., Department A-38

As TRUE in sweeping line and grace of form as the classic design of the ancients, but with the forthright thrust and sureness of today, MODERN CLASSIC is the delight of the modern bride. Its fine soft sheen and substantial weight satisfy what she demands of sterling. She knows that its integrity of design will represent today's best beauty to the generations who will treasure it after her. The chest of one hundred sixty pieces of MODERN CLASSIC, or of the CHASED CLASSIC, flat silver to serve twelve people, costs $512.00, including the tarnish-proof chest. Chests of silver for eight, six or four are available. Depending on the pattern, they range in price from $100 to $595. Look at the other Treasure Solid Silver Patterns at your Jeweler's. There's one to fit superbly into every Decorative Period. And you will find a fine authenticity of design, a sense of craftsmanship, worthy of this house whose traditions go back over two hundred years.

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Intricately cut bias and straight panels (the design is patented) slim your figure, bani-h riding and twisting. Seams are pull-proof. The adjustable straps are reinforced. A generous shadow panel defies silhouetting. And **Miss Swank's** exquisitely lovely Crepe Supreme, pure dye, non-shiftable, tubs as superbly as it wears. In half and regular sizes . . and in three lengths for you who are tall, average or short. Ask for **Miss Swank** at your favorite store.

Left, Alencon type lace, 3.95
Center, Tailored, 2.95
Right, Alencon type lace, 2.95

Miss Swank

112 MADISON AVENUE, NEW YORK

CHARLES PRENDERGAST

DURING the decade following the beginning of the World War, there lived in New York two brothers, and artists—Maurice and Charles Prendergast, who had already achieved success and critical renown.

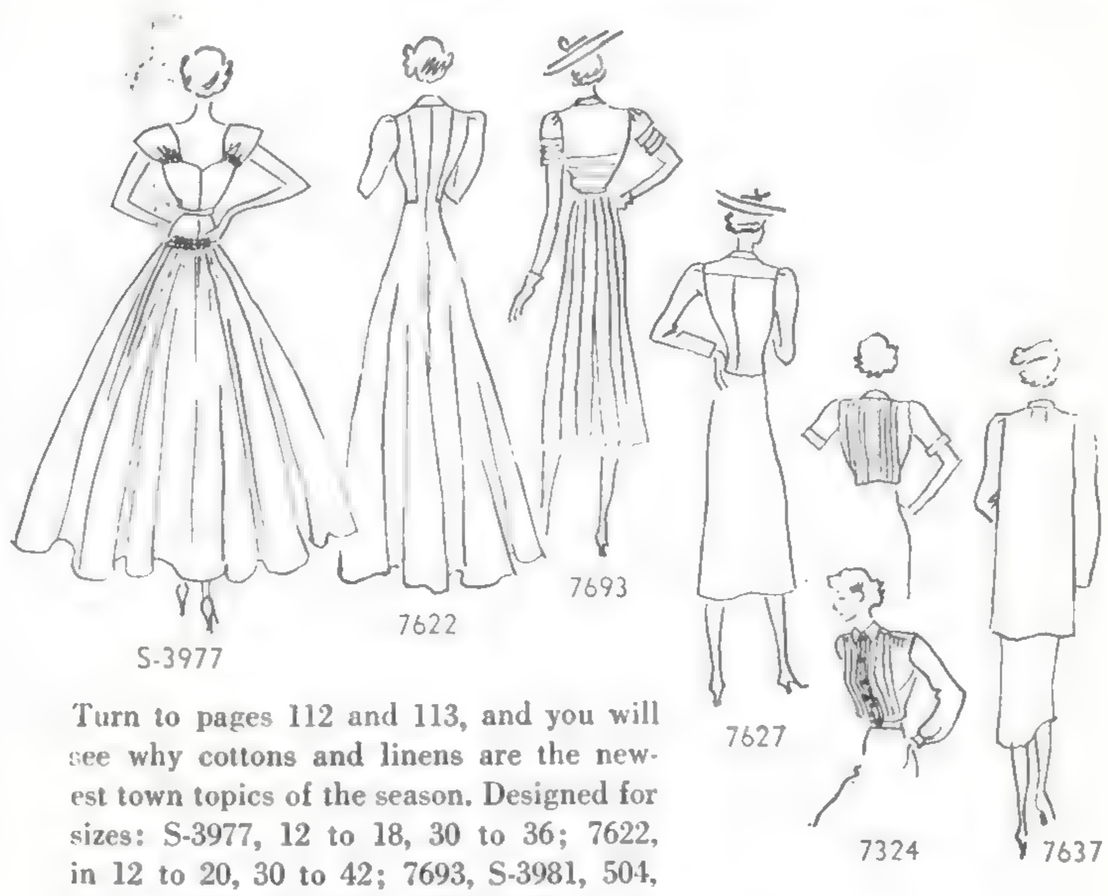
Their characters as men, their approaches to art, and their emotional qualities as painters were very much the same. In each of them, the instinct for decoration was paramount: their palettes were keyed in the same notes of colour.

When his brother Maurice died, Charles decided to depart entirely from the traditions of the Impressionistic painters and turned his attention to the creation of a special type of decorative mural panel which is painted on gesso board—that is to say, on plaster—with the aid of tempera and egg white, and the skilful superimposition of gold- and silver-leaf. It is in this medium that most of his better-known commissions have been executed. The picture in this issue of Vogue, on page 77, is not quite painted in that manner, there being less plentiful use of metal leaf than in his usual compositions. This work was recently seen in the biennial exhibition at the Whitney Museum in New York.

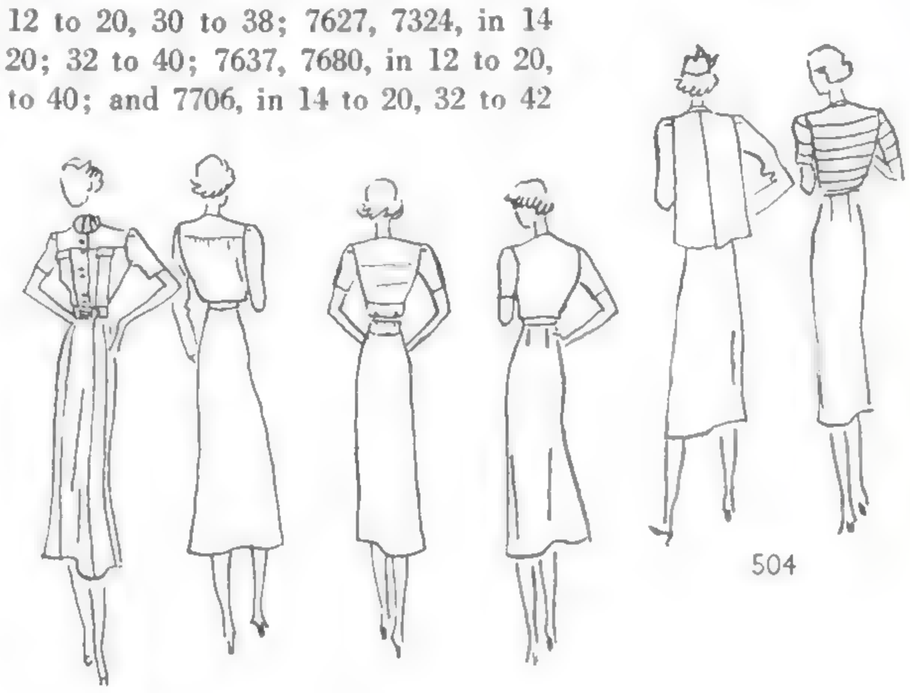
Many of his murals have been presented to, or acquired by, American museums. In his major compositions, there is evident a delightfully primitive quality—as though the painter were viewing life through the eyes of some fifteenth-century French painter. This innocent, almost childlike quality pervades much of his work, a note that is further accentuated by his persistent use of light greys and blues, a delicate rose and faded gold- or silver-leaf.

A fragrant, personal, and quite enchanting talent, that of Charles Prendergast, a spirit of the Old World imparting to a somewhat cruel and blatant era the needed note of faith and childlike wonder. F. C.

DESIGNS FOR DRESSMAKING



Turn to pages 112 and 113, and you will see why cottons and linens are the newest town topics of the season. Designed for sizes: S-3977, 12 to 18, 30 to 36; 7622, in 12 to 20, 30 to 42; 7693, S-3981, 504, in 12 to 20, 30 to 38; 7627, 7324, in 14 to 20; 32 to 40; 7637, 7680, in 12 to 20, 30 to 40; and 7706, in 14 to 20, 32 to 42



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"Le Vertige"

THE PERFUME OF THE Dance







Do you like to discover perfumes? To gather the newest, while the dew of its newness still sparkles? "LeVertige" is more than a new perfume. It is a fragrance that strikes an exciting new tempo. "LeVertige" scorns to be vampish . . . yet it is winy and heady as a champagne cocktail . . . provocative and delirious as a masked dancer! "LeVertige" is destined to be one of the great Coty Classics.

You'll be wearing it, years from now. It is fun, though, to be one of the first to discover it! . . . At $35, $18.50, $10.00.

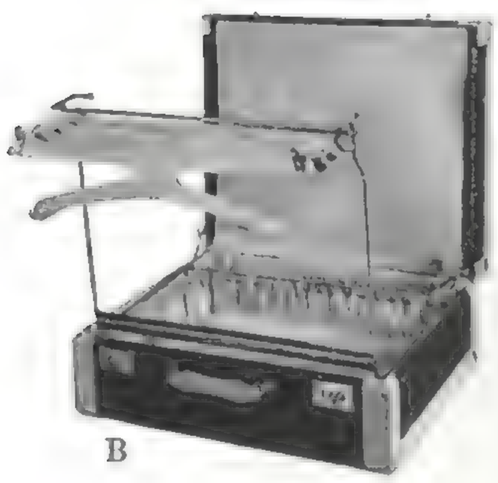
COTY



"SKY-WEIGH* LUGGAGE

WIDE-BAND BOYLE DUCK

THAT ENDURES"



B



E

D

Fly Your Colors!

Select your SKY-WEIGH luggage this year with a bright eye on your topcoat. Choose the new, clear-dyed, unpatterned color that most enhances it! Royal Blue, Tudor Green, Tobacco Brown have a sunny warmth . . Black takes its color handsomely.



A

C

Insist on Wide Bands!

These handsome, contrasting, 3-inch, saddle-stitched ones are hard-knock buffers . . triple the life of good bags without adding pounds! This featherweight Duck is specially woven . . water repellent. Corners do not give way . . every one is hand sewn. British locks, travel and construction features, bespeak a leadership Boyle has maintained since 1851. And there's Wide-Band Sky-Weigh luggage for around the corner or around the world!

a. Blouse Case 18 to 27 in. from $20.00
b. Wardrobe Case (8 dresses) 21 in. $35.00
(Men's 2-suiter, not illus.) 25 in. $37.50
c. Hat & Shoe Case 18 in. $42.50; 20 in. $45.00
d. Fortnighter (12 dresses or 3 suits) 29 in. $45.00; 32 in. $47.50
e. Bulwark (hand) Trunk 32 in. $57.50

At These and Other Important Shops

ABERCROMBIE & FITCH CO.	New York City	J. L. HUDSON CO.	Detroit
B. ALTMAN & CO.	New York City	GEO INNES	Wichita
AUERBACH CO.	Salt Lake City	Miss Jackson's Shop	Tulsa - Colorado Springs
BLOCK & KUHL CO.	Peoria	LA SALLE & KOCH CO.	Toledo
BOHAN-LANDORF CO.	New Haven	LEVY'S	Jacksonville
BOYD, BOYD & BOYD	Pittsburgh	LONDON HARNESS CO.	Boston
J. L. BRANDEIS & SONS	Omaha	I. MAGNIN & CO.	California - Seattle
BROMBERG & CO.	Birmingham	MAISON BLANCHE CO.	New Orleans
BURDINE'S, INC.	Miami - Miami Beach	MARSHALL FIELD & COMPANY	Chicago
CAMALIER & BUCKLEY	Washington	OLDS, WORTMAN & KING, INC.	Portland
JOSHUA CONNER & SON	Wilmington	PADGITT BROS. CO.	Dallas
DANIELS & FISHER STORES CO.	Denver	H. & S. POGUE CO.	Cincinnati
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HEARNE DRY GOODS CO. LTD.	Shreveport	THE WHITE HOUSE	El Paso
D. HEYE, INC.	San Antonio	CHARLES W. WOLF, INC.	New York City
HIGBEE CO.	Cleveland	YOWELL-DREW CO.	Orlando - Daytona Beach

WRITE YOUR DEALER FOR DESCRIPTIVE BOOKLET

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CHICHI CONTINUED

IN the epic survey entitled Vogue's Chichi File, on pages 102 and 103 of this issue, we were compelled by lack of space to leave out many of the superb examples of chichi that we received. But we determined that they should not be lost to history, and have, therefore, appended them herewith....

The woman whose bed-linen ranged, in summer, from white (in June) through coffee-beige (in July), to deep, rich brown (in August), to match her increasing tan.

The woman who had a blue-and-white living-room, and permitted only magazines with blue-and-white covers to be displayed on the table—no matter how dog-eared and out of date they were. (Contributed by Mrs. Harold E. Talbott.)

The man who commissioned Cole Porter to set Edward VIII.'s farewell speech to music. (Contributed by Mr. Cecil Beaton.)

The bachelor who, by pressing a button, could make false rain descend in torrents outside his living-room window, so as to detain his fair, fleeting guests for a few minutes longer. (Contributed by Mrs. Henry Luce.)

The Middle-Western millionaire who not only had his crest embroidered on his table-napkins, but on the lapels of his footmen's coats. (Mr. C. B. Cochran, the great English impresario, spotted this one.)

The ladies' retiring-room of a Riverside Drive apartment that had pink satin walls covered with imitation Chantilly lace. (Contributed by the Hon. Mrs. Reginald Fellowes.)

The hostess at an immense coming-out party who ordered thousands of white chrysanthemums to deck the ballroom, then had them all dyed pink. (Contributed by Miss Maddy Vegtel.)

CAVIAR TO THE GENERAL

The Belgian tycoon who had his private plane fly from France to Russia every day for fresh caviar. Or the eccentric French millionaire who, in the days of gold twenty-franc pieces, had a special liveried servant to handle the louis back and forth on the Monte Carlo roulette-tables, because he didn't like handling gold. (Contributed by Mr. Erskine Gwynne.)

The clothes worn by a certain famous New Yorker on the Riviera: pale blue flannel trousers with a darker blue jacket, pale blue hat, and shirt, tie, handkerchief, and socks in varying shades of blue. He had another ensemble consisting of fawn-coloured trousers, rust-coloured jacket, fawn-coloured hat, pink shirt, red tie, and red handkerchief. (Contributed by Mr. John McMullin.)

The bath-towels, in huge country-houses, that are so expensive that all the fuzz has been carefully removed from them, and they're about as useful for drying yourself as a silk handkerchief. And the people who maintain that a valuable book loses its value if you cut the pages. (Contributed by the Marquess of Donegall.)

The politician's daughter who gave another politician's daughter an expensive, underslung roadster—with a paint job to match the recipient's eyes.

The skeletons of saints, preserved in glass cases in the church of a village in the Austrian Tyrol, near Innsbruck: all dressed in Spanish Court costumes, with swords by their sides and tiaras on their heads, and all either sitting propped up on thrones or reposing on tapestried beds. (Contributed by Mr. Sacheverell Sitwell.)

Protests have also been registered against fireplaces on yachts; against bathrooms decorated to look like anything and everything but bathrooms; against toast Melba, which tastes like straw unbuttered, and flies into a thousand pieces if you try to butter it.... But we will close this, our Chichi File, with an example that we don't know quite how to interpret. It may be only a supreme instance of chichi; it may be a profound commentary on the Decline of our Civilization. What it *is* is a periscope that enables a pianist to read a piece of music that is nailed to the back of the piano.

Open House for *the pause that refreshes*



Ice-cold Coca-Cola makes any time *refreshment time.* And a drink so good by itself is a natural partner of good things to eat.

Serve frosty bottles from your own refrigerator. *It's the refreshing thing to do* because everybody likes ice-cold Coca-Cola . . . pure, wholesome, delicious. It's easy to buy a few bottles at a time, and it's easy to order a case (24 bottles) from your dealer.

It's the refreshing thing to do

Drink Coca-Cola Delicious and Refreshing



Ice-cold Coca-Cola fits perfectly on the menu for a buffet supper. It is so refreshing and so convenient to serve.

Good Housekeeping Bureau

Two Busy Women

a famous Actress and a Housewife take this Barbara Gould Shortcut to Beauty



Her very living depends on keeping her loveliness! This busy actress finds that Barbara Gould Simplified Beauty Care protects her looks, takes little of her time.

THE Barbara Gould Simplified System of Beauty Care was created especially for busy women ...to help them keep their youth and loveliness in the limited time they can spend. It consists of only two creams...and it takes but a few minutes each day to use. Barbara Gould Cleansing Cream, because of its scientific formula and blending, keeps the skin radiantly clear and lovely. Barbara Gould Tissue Cream is made on one of the most penetrating bases known. Its beneficent elements are those the skin needs for youth and loveliness.

Takes less time to use saves money, too

That's why the Barbara Gould Simplified Beauty Treatment takes less time to use... shows results more quickly than many more complicated and expensive treatments.



This time-pressed young matron also finds Barbara Gould Simplified Beauty Care helps her keep her youthful loveliness in the limited time she can spend.

It should be followed by Barbara Gould Skin Freshener—a toning, conditioning lotion that removes every trace of cream from the skin ... keeps pores healthy and tiny.

Because the finish is the final step to complexion loveliness, the velvety, clinging, Barbara Gould Face Powder is included in this Simplified Beauty Treatment. In six shades for every complexion type.

•

Simplified Beauty Treatment

Barbara Gould Cleansing Cream
(Use "Special" for Dry Skin)
Barbara Gould Tissue Cream
Barbara Gould Skin Freshener
Barbara Gould Face Powder

Barbara Gould

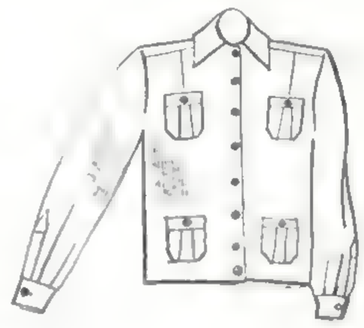
SHOP-HOUND GETS UNDER $20



(Continued from page 118) Shop-Hound thinks it would be fun to collect a whole summer wardrobe at the Cotton Shop, 548 Madison Avenue. The clothes have zest, and a lot of thought has gone into their construction. Tennis skirts won't catch you short in mid-air, and seams won't crumple up on you in the wash. The new Zacharees have pleated-front English shorts; gored-and-pleated skirts; and belt straps adjusted by pearl studs. About $10 for shirt, shorts, and skirt, in Pepperell Peeress sheeting, either plain colours or print. The Printed Peeress looks like old-fashioned ticking and makes bathing-suits and beach coats.

The dress above, also from the Cotton Shop, is plain perfection. It comes in imported Casalinen, with a crude hop-sacking weave. It scorns wrinkles, and won't shrink. Colours are hop-sack tan; cement-bag white; and sunbaked-pottery reds and blues. About $19.50; and it's a dress that could go anywhere. Incidentally, the Cotton Shop is cutting its own English shorts, with pleats front and back. In linen or Congo cloth, about $7.

Thank Hollywood for this idea: Mexican Planter jackets to wear between sets of tennis or rounds of golf. They wear them between scenes on the Lot, out there. You'll find them in Lillian's Accessory corner at Mac Wise, 763 Madison Avenue. These are authentic reproductions in every detail, including raw wooden buttons and the crude sacking of which they are made.



Also, at Lillian's, in this close-to-the-soil movement, is a twin-twine blouse, the colour of clam shells. Very smart, and perfect to wear with slacks. Both this and the Planter's jacket cost about $7. Just for fun, but useful at picnics, is a corkscrew belt—bright coloured leather, with two corkscrews that link; about $2.

With all the enthusiasm for the colourful and the exotic, don't overlook the India Arts and Crafts, 115 East Fifty-Seventh Street. Here are peasant garden dresses (good for country-house evening dresses), house-coats, and beach coats—all made out of Farrukhabad cotton squares with hand-blocked India prints. The models are very much in the current picture and most of them cost about $16.50. Cawnpur sandals would be good with these.



They eat up clothes at Jane Engel, it seems. That's why they have to have so many on hand. Having tripled the size of her shop when she moved last autumn, Miss Engel has now doubled the original store space of her glass-brick shop—Madison Avenue at Seventy-Ninth Street. It's easy to get under $20 here. Even this two-piece silk linen, with distinguished grey gazelle print, comes in under the line. And just under the $20-line is a collection of one-piece dresses of imported linen that looks hand-loomed. Colours are cauldron-red (cooler than it sounds), stone-blue, oyster-white, arbutus-pink, and toast. With their beautiful simple lines and the accents of glossy white pearl buttons, white patent leather belts and white slide fasteners, these dresses slip right into the new category of town-and-country summer clothes. (Continued on page 136)


"Mine haven't come yet..
BUT THEY WILL—I'M SURE"
MOTHER'S DAY
is MAY 9th
"Say it with Flowers"
BY WIRE
FLORISTS' TELEGRAPH DELIVERY ASSOCIATION
INTERNATIONAL
IT'S EASY TO ORDER
FLOWERS BY WIRE
ANYWHERE—ANY TIME
Go to your florist displaying the F. T. D. Winged Mercury Emblem shown at the right. He'll do the rest.
FLOWERS-BY-WIRE
"Say it with Flowers"



SHOP-HOUND'S SUMMER PLANS



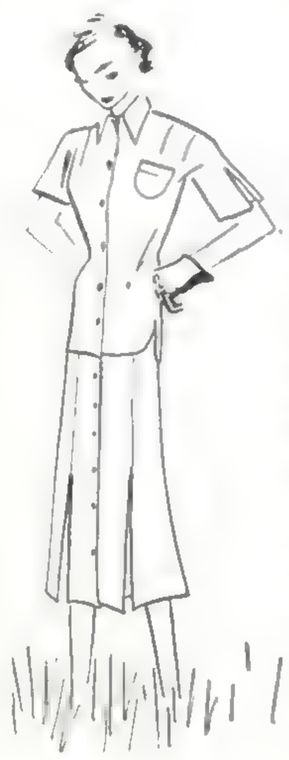
(Continued from page 134) One of the current favourites at Milholland, Inc., 717 Madison Avenue, is this tennis dress. It's extremely well designed in men's white shirting that refuses to shrink, and is becoming besides; about $15. There's a spice of gaiety about the dresses at this shop—a good place to look for cotton evening clothes.

Not for tennis, not for golf, but wonderful with practically everything else, are the Mexican huarachos. Find them in New York stores, or send to the Old Mexico Shop, Santa Fé, New Mexico, for these authentic native sandals, woven in white or natural leather; about $3.75 postpaid.

For made-to-order summer hats, practically all of them under $20, you might view the collection of Maria Constantine. Miss Constantine, at 689 Madison Avenue, designs with originality and is clever about adapting models to the individual. She uses striped upholstery linen, to great effect; striped awning cloth for beach hats; and has an unexpected combination of beige basket-straw and red leather. Prices start at about $10.

Going back to Childhood, that thoroughly delightful children's shop at 32 East Sixty-Fifth Street, you'll find that they now have clothes for small children, designed with as much thought and distinction as their children's furniture. A small boy would like the suit of uncrushable blue French linen, with white military stripes on the brief pants, and a faggoted white collar and cuffs; about $9.75. A sister dress, to match, costs about $11.50. Irresistible is a tiny-girl dress of imported white dotted Swiss, with a quaint, high waist, ribbon-run. An old-fashioned sunbonnet to match comes straight from the sunny South.

Also for the very young, Shop-Hound picked out a summer outfit at the Tots Toggerie—that shining shop like a seagoing yacht, 791 Madison Avenue. This outfit consists of fine-ribbed corduroy shorts, a short-sleeved lisle shirt, and a careless Indiana straw hat. In nautical colours or pastels—and I would like to see the young sea-urchins in, say, shell-pink and pond-lily green. About $2.25 for the shirt; about $5 for the shorts. Slacks of the same fine ribbed corduroy, or of denim, cost about $7. In sizes two to eight years; or have them made to order, if you prefer.



Stocking up on summer sports clothes at Ladins gives a lift to the spirits without greatly depressing the pocketbook. There's a clean-cut casualness about the things at this shop, 640 Madison Avenue. This two-piece golf dress, for one, with pivot sleeves, action back, and a blouse worn over or in. Wrinkle-resistant, shrink-proof, fast colour; about $16.... For about $15, you will find any number of well-cut little sports silk dresses. Contrasting stitching, belts, and slide fastenings make them click.... And there's a linen version of the crêpe blouse this shop brought out this winter, with the same slim fit through the waist.

Don't forget that Kleinert's Bra-form—the uplift brassière with set-in dress shields—is a good thing to wear with close-fitting knitted clothes and when exercising. This spring there are several new versions; from about $1, at Lord and Taylor.

Houbigant

Country Club

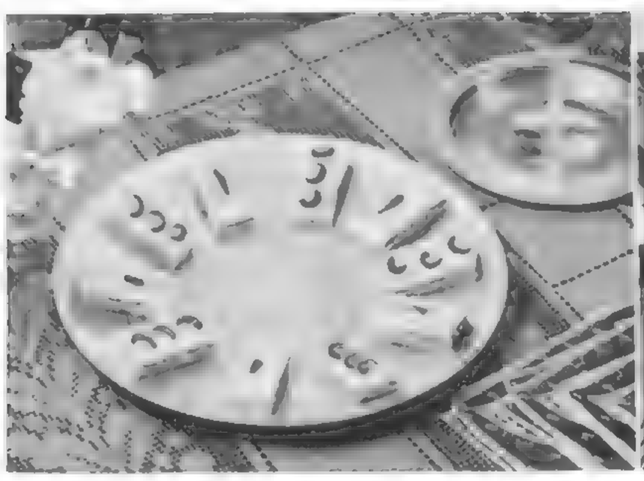


America has created a new thing—the social whirl of the country club.

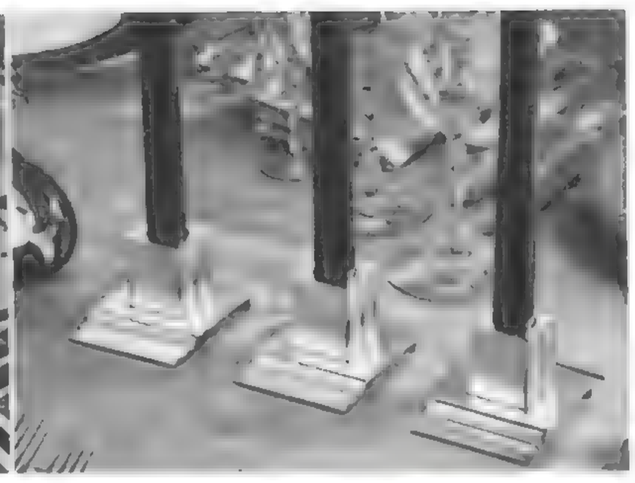
For it, Houbigant has created a new thing—*Country Club perfume.*

It is a modern perfume for the really smart—with a fragrance that is as persistent and lasting as it is spirited and distinguished.

$12.50 . . . $7.50 . . . $3.75.



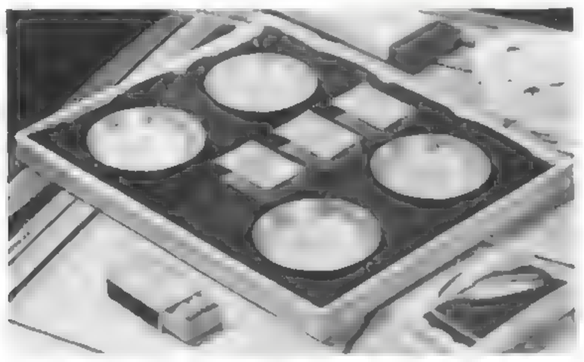
Nassau Canape Plate. Cocktail Canape, sandwiches, fruit. Diam., 10 ins. $3.50.



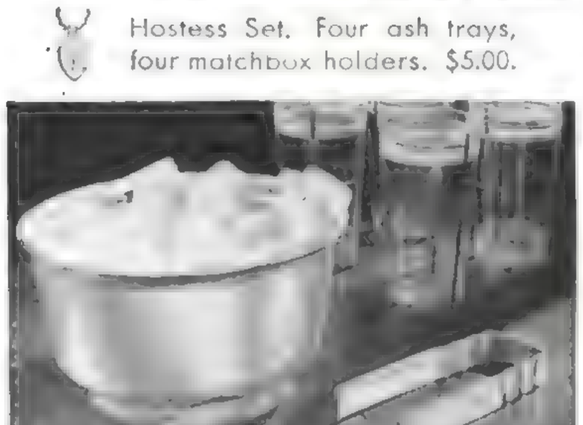
Embassy Candle Holders. Classic design. Height 2 inches. Each, $2.50.



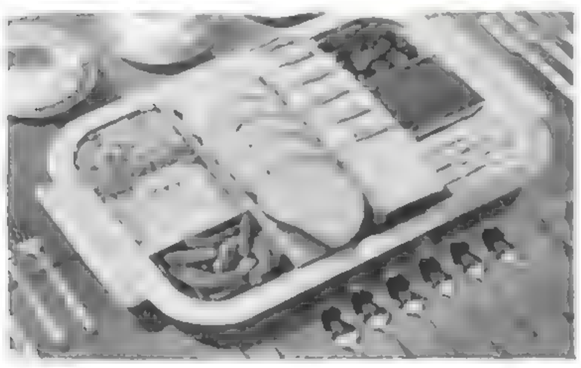
The Hemisphere Fruit Bowl. Diameter, 10 inches. $7.50.



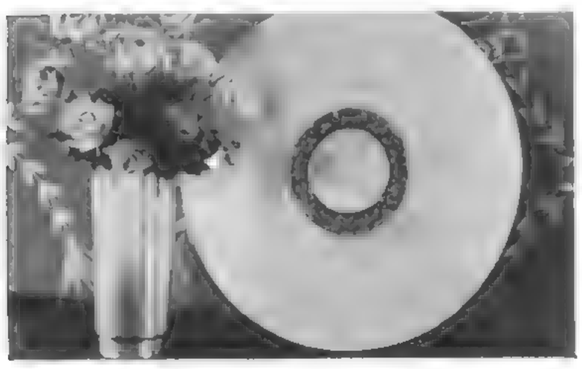
Hostess Set. Four ash trays, four matchbox holders. $5.00.



Coldchester Ice Bowl. Diam., 8 inches. $5.00. Tongs, $1.75.



Hunt Buffet Server. Complete, 14 x 22, $12.50. Tray only, $10.



Zodiac Platter. 18 ins. $10. Sherwood Vase. Ht. 9½ in. $4.75

Kensington

for Elegance

without Extravagance

• Luxurious beauty is superseding frivolous glitter. Kensington's beauty is rich, substantial, aristocratic. Remember this, also: Kensington metal is a recently discovered alloy of Aluminum which does not tarnish or stain. It keeps its silvery lustre indefinitely. Kensington laughs at time. Lovers of loveliness will want to examine the whole, fascinating family of Kensington gifts, which are displayed by better jewelry and department stores and gift shops.

• •

Note to Men:

For anniversary gifts, the enduring beauty of Kensington has special significance which will be appreciated.

• •

Prices slightly higher on Pacific Coast.

Kensington

INCORPORATED

OF NEW KENSINGTON, PENNSYLVANIA

TURNS WITH A GOURMET



ANDERSEN

Schrafft's handsome new cookie jar, full of super cookies, has a high rating for country houses

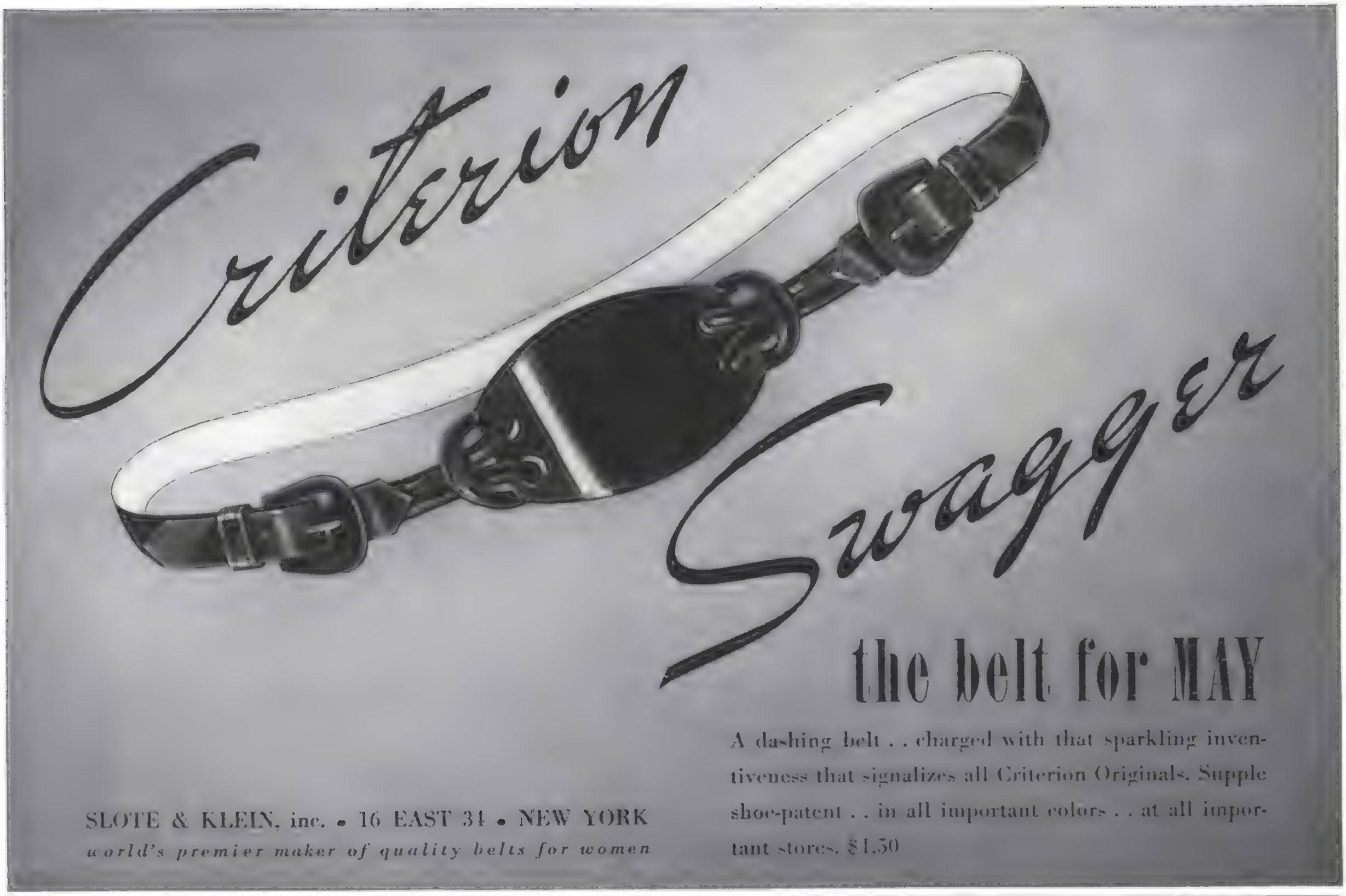
ONE of the most delectable things we have encountered in the way of cocktail fare recently is smoked turkey, which seems to be news to many people. You only eat the breast, cut in paper-thin slices that you lift off yourself, but the whole bird usually makes its appearance. You have to buy the whole thing, anyway, as it isn't sold by the pound. With this, the nicest thing to serve is black bread, also cut paper-thin and buttered. It is the sort of *bonne bouche* that is better for parties than with a brief preprandial drink, because it is undeniably rich, but it is also undeniably delicious. The turkeys we had came from Reuben's, which had brought them in from Texas, where they are grown and smoked.

It was our lament that we couldn't find a favourite kind of tea in all New York that led us into a new world of discoveries the other day. "Try Bellows," a friend advised. "Bellows?" we said. "They sell wines." "They sell teas, too, now, and other things besides, probably," he said airily, and left us to find out for ourselves. And so they do. The wine shop, at 67 East Fifty-Second Street, always one of the most attractive in New York, has a twin next door, which is a haven for gourmets.

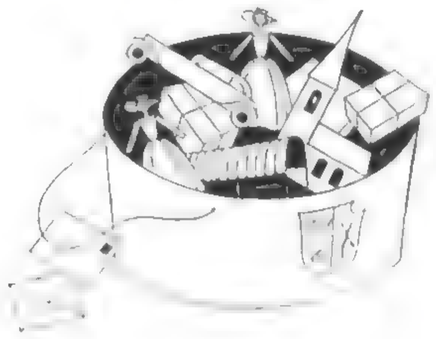
We found our tea, known there as Marco Polo, a superb blend of Chinese teas with a perfume that makes us happy when it rises from our breakfast teapot. Bellows is equally proud of their Darjeeling teas, which are practically collectors' items. But we found many other things beside tea. For example, figs and peaches and pears in brandy, undiluted brandy, which you can set a match to and send to the table *flambé*. Delicious, decorative, and very practical to have on hand.

Among superb British jams, there is one known touchingly as Little Scarlett Strawberry, and, as you eat it, you know that every "little scarlett strawberry" has been especially reared to participate in this glorious blend. The Bellows olive-oil, made for them in France, is a thing of incredible blandness. Olive-oil enthusiasts will want to eat it with a spoon. The olives that make it are peeled and pitted before their oil is extracted, so only the purest flavour is present.

If you were ever on a reducing diet, you know that one of the most difficult things is to keep on refusing butter. Now, you don't have to, because we have found there is a new butterless butter. This is Lister's Golden Spread. It looks like butter; it tastes like butter; but it isn't butter! We tried the blindfold test idea, and even the suspecting subject couldn't tell which piece of hot toast was buttered with butter and which with Lister's Spread. This substitute plays a helpful part in the diet prescribed for real illnesses, but we think it should be pretty helpful in lessening the trials of those who are merely determined to keep the pounds down. You can use this spread melted on vegetables and in baking, as well as on breads, and it keeps practically indefinitely.



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A Complimentary Bridal Service At Your Disposal . . .

YOU MAY avail yourself of as many or as few of its services as you wish. *And all advisory services of the Wedding Embassy are entirely complimentary.* Services such as counseling, budgeting, styling, selecting, helping you fit your tastes to your purse without disappointment, your wedding to *you* and *your* ideas.

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GENUINE *Orange Blossom*
WEDDING AND ENGAGEMENT
RINGS
by Traub

Quality jewelers everywhere will show them to you, and don't forget to ask for your copy of Traub's new Book for Brides.

for TOWN or Country

NELLY DONS OF ENKA RAYON



Both city slickers and country cousins find the new Nelly Dons the smart choice for summer. The two nets and the Nelda Crepe are all made with Enka Rayon...the versatile quality yarn. Just try one on.

• Top. The leader in our group of Nelda Crepes. Blossoms scatter on a dobby Nelda Crepe, buttoning from neck to hem. Fancy entredeux makes the front panel and defines yoke and sleeve. Navy, Rhythm Rose, Saddle Tan, Black. Sizes 16 to 44 . . . . . $5.95

• Left. Dusky net for town . . . cool and pretty. High Empire waistline and full circular skirt. Trimmed with eyelet embroidered net and rows of tucks. Sizes 12 to 20. Black, Navy, Brown $7.95

• Right. Victorian Dandy in net . . . sheer femininity with frilled jabot. Embroidered daisies scattered on sleeves. Tiny pinwheel buttons opening all the way down the front—so easy to slip into. Navy, Brown. Sizes 12 to 40 . . . . . $7.95

McCUTCHEON'S
NEW YORK

CARSON, PIRIE, SCOTT & CO.
CHICAGO

Bullock's	Los Angeles	L. S. Ayres & Co.	Indianapolis
H. C. Capwell Co.	Oakland	Polsky's	Akron
The White House	San Francisco	De Jong's, Inc.	Evansville
Mabley & Carew	Cincinnati	Goldwater's	Phoenix
Joseph Horne Co.	Pittsburgh	Jacome's	Tucson

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AMERICAN ENKA CORPORATION • 271 CHURCH STREET • NEW YORK

NEW COUNTRY CONQUESTS



Hand-turned wooden pieces, very country, imported from France and England by Alice H. Marks. The condiment set (foreground) has glass dishes for pickles and olives and a handle that's easy to grasp. The cigarette box is a conventional oblong when closed; but splits, when lifted by the handle, into saddle packs



Like squat bamboo huts in green pools—these onion soup bowls, striped orange and black. Good for goulash and all kinds of rice dishes that are most delectable served piping hot. The monochrome china plates have a deep coupe shape and a high green, blue, or yellow glaze. Imported from China by Pitt Petri



They have the indigenous beauty of old stone plastered walls; they are as closely allied to flowers and growing things. From France come these vases of a rough stone ceramic pottery, over which has flowed, in desultory pattern, a thick white glaze. Only a few of each kind, from a collection at Carole Stupell

ON CHINA SEAS

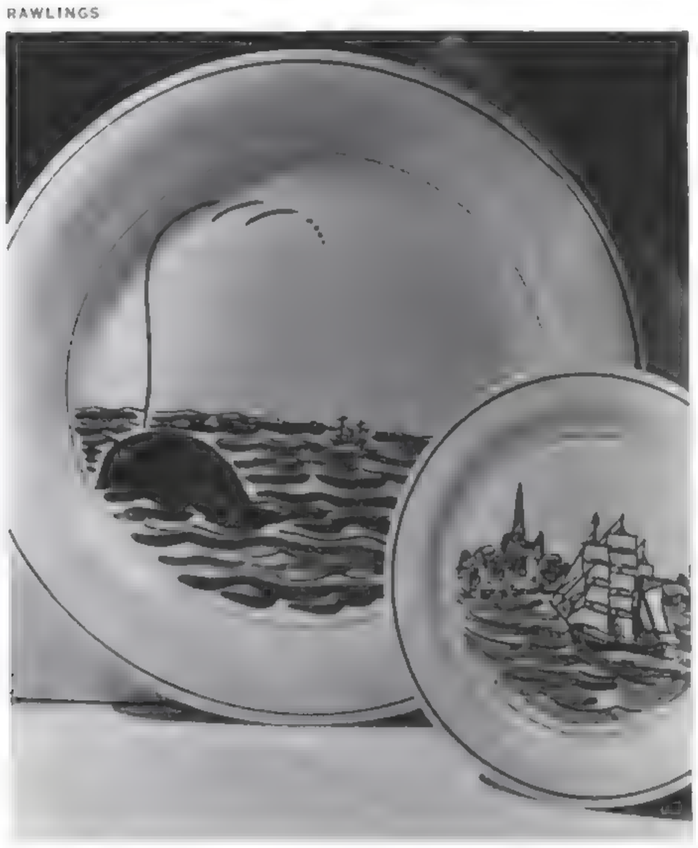


A Map-Series dinner-set (left) takes you all around our coast. The square French pottery dinner-plate, with nautical embossing, holds a square spaghetti dish in its deep groove. From a new and exciting collection of nautical china at Macy's



Brilliant and varied species of tropical fish enliven a set of salad-plates. Macy's also carries out special orders in china for your country house or your yacht. A new design in nautical china has the flags crossed at the side of the plate

RAWLINGS



Macy's Whaling Series includes an enormous chop-plate, eight salad plates, and a salad bowl—each piece redolent of the wild, deep sea. This and the Map Series (top) are Gale Turnbull designs, hand-painted under glaze, from the Vernon Kilns

YOUR HAIR IS YOUR CROWNING GLORY



Coronation

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Beige Face Powder Made Her Look Like This!



Rachel Made Her Look Like This!

By *Lady Esther*

It's amazing the number of women who use the wrong shade of face powder.

It's still more amazing what it does to them!

As any artist or make-up expert will tell you, the wrong shade of face powder will change your appearance altogether. It will make you look years older than you really are.

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The great trouble is that women choose their face powder shades on the wrong basis. They try to match "type." This is a mistake because you are not a "type," but an individual. You may be a brunette and still have a very light skin or any one of a number of different tones between light and dark. The same holds true if you are a blonde or redhead.

There is only one way to choose your shade of face powder and that is by trying on all ten basic shades. Maybe the shade you think least suited to you is your most becoming and flattering. Thousands of women have been surprised.

The Test That Tells!

I want you to see if you are using the right shade of face powder or whether you should be using some other shade. So, I offer you all ten shades of Lady Esther Face Powder to try on, free of charge.

Try on each of the ten shades as if you had never used face powder before. Maybe you'll make a great discovery for yourself. Maybe you'll find a shade that will completely "youthify" your appearance.

Mail the coupon today for the ten shades of Lady Esther Face Powder which will settle once and for all whether you are using the right shade or not.

(*You can paste this on a penny postcard*) (33) **FREE**

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"ALL THE ADVANTAGES"



MRS. IRVING BERLIN AND HER BABY DAUGHTER, ELIZABETH IRVING BERLIN

(Continued from page 83) people and equip them to be average women. The girl with a real talent or with an exceptional mind will know how to get for herself the equipment she needs.

GOOD FOUNDATIONS

I assume that you have a good pediatrician to help you preserve and improve your daughter's physical heritage. He will recommend oculists, dentists, and so forth. And I assume you will choose a good school. By good, I mean one that gives a good education. Even if your child seems to you not an intellectual type, she will have to spend a great many hours in class; there are things she will have to learn, and she may as well learn them well from a competent teacher.

If she is not naturally scholarly, you should be particularly careful to give her a sound education, since she won't be able to get it for herself. And she will be grateful to you when she grows up, even if it is for no more weighty reason than that she will be saved from making a fool of herself among educated people.

I think it is wise to choose a school that prepares for college. This will give your daughter freedom of choice later. She can go to college or not. If she is not prepared for college, she will have no choice; she won't be able to go. Also, if, every year, the graduates of a school pass their college entrance examination, it is proof that that school has a high standard.

Find out as much as you can about the school before you enter your daughter. Find out about it as it is now, not from friends who went there some time ago. Schools change a lot in a few years. After your daughter is at the school, try to like the school, to work with the school. If you find that you can't, that you really do not approve of the school's method or theory of education, remove your daughter. It is much better for you and your child to have her in a less good school that you admire, with which you can cooperate, than to have her in the best school in the world if there is antagonism between you and the school.

This is a good rule to apply to any authority you place over your child...a governess, a music teacher, a dancing class. A teacher may be good, but she is not good for your child if you dislike her or her methods. Conflict between the powers that be is confusing. It sets up conflicting loyalties and makes a child uncomfortable and even unhappy.

Don't interfere with the outside authority you yourself have set over your child; don't undermine it. I think we are all tempted to do this sometimes. Possessiveness makes us resent strangers' influence, even when we have chosen the strangers and given them their authority, but that is a feeling that we must overcome for our children's sake.

The parent's special field seems to me to be the neutral ground that lies outside the school's province and the physician's.

The most important thing is discipline. Not you or any teacher can teach your child anything if she is undisciplined, if she does not know how to listen and to obey. The trick about discipline so that it may be mild and less painful to all concerned is to start when your child is tiny. Don't laugh at her when she is two or three for the behaviour that you know you will punish when she is six or seven.

MANNERS BEGIN AT HOME

One of the most valuable presents you can give your child is good manners, and manners are learned at home. As with discipline, if you begin manners young, it is not difficult. A very small child can learn to say "please" and "thank you" and "how do you do," and a curtsy is a great help. If a child is shy with a stranger, an accustomed physical routine is often easier than speaking, and, if she makes her curtsy, no one notices that she did not say "how do you do," and both the visitor and the child will be pleased with themselves and each other.

And as she leaves the baby stage, manners will enable a little girl to express easily her natural goodness of heart. Manners are not an outworn formality. Formality is the least of manners, and formalities change, but gentleness and social grace do not change. Good manners are a code of behaviour towards others that has been worked out by generations of civilized people, generations of people who discovered that it is impossible

"ALL THE ADVANTAGES"

for any group to live together unless the members of that group deal gently with one another.

A girl with good manners respects the rights of others. Good manners will help her in all the groups in which she may find herself, in family groups, her own and her husband's, and, if she has a job, in business groups. And teach her deference. Teach her to show her respect for her elders. We are more experienced than our children, and they should respect us. And if they learn to defer to us they will know how to behave to their superiors when they grow up. In business, they will be more probably employed than employing, and, in marriage, every one will be happier if the husband is allowed to feel a little superior.

HOME STUDIES

If your child is precocious, broaden her education rather than push her ahead in school. Try to keep her with contemporaries at school. A precocious eight-year-old is a precocious eight-year-old, but she is not ten or eleven, and being with older children will be hard for her, perhaps too much for her. No matter how she shines in class, there is all the time between classes and on holidays when she needs companions of her own age. You can let her get ahead at home in music, painting, or languages. Her tastes will guide you.

Even if your daughter isn't precocious, you will want to give her extra things at home. Don't try to do too much, or, as her work at school becomes more difficult, both you and she will collapse and give everything up at once. Most schools teach art and music, and you can supplement at home the things she likes best. If you can afford a governess, you can give at least one extra language.

So much that even the best schools teach will be old-fashioned in twenty years. History and geography change, or our point of view changes so that it seems to alter facts, and there are always new discoveries in physics and chemistry. Every generation criticizes the education it has received, but the French or Spanish or whatever language you select will be unchanged in twenty years, and that extra language is another present of certain value that you can give your child.

I hope that your daughter will absorb a love of the classics at home. Perhaps modern things are best. Naturally, our contemporaries have a message for us that no future generation will understand so well. But just because they are like us, because they share our time, it is difficult for us to judge the moderns. I mean it is difficult for even the wisest of our book and music and art critics, to say nothing of our difficulty in judging the critics. Children have little leisure for reading and seeing pictures and hearing music, and we want to give them the best. I think we are safest with the classics that have received the praise of more than one generation.

When you are trying to bring up children, the one thing you need is time, and there is not enough, and they grow so fast and so much is left undone. But keep calm and remember you can't do everything. Incidentally, I have found that during the first autumn month of school, it is a good idea to cut out all the extras at home... music, French, and so forth. That gives the children time to adjust themselves to the demands of school routine after the freedom of summer.

Summer is, of course, the time for training in sports. Your daughter will thank you, too, if she is good at these things. If she can swim and ride and play a decent game of tennis and golf. If she wants to be a champion at one thing, let her, but don't force it on her. I incline to teaching the dangerous sports first—riding and swimming. Girls will ride and swim if they want to, and the more expert they are, the safer they will be. If you live in a community where there is shooting, I think you should have your child taught to shoot fairly young. Get expert advice on it, and remember she will be safer in the field later, if she has learned that a gun is a lethal instrument.

I think that the most useful physical activity is to learn to dance. Not to dance well by the time she is sixteen is agony for a girl. The place where she will want most to shine will be the dance floor. There are a few years when to practically every girl the only sort of success worth having is among her contemporaries at parties, and for that she must dance well.

There are two kinds of dancing-schools, and both are useful. There is the kind that teaches deportment, the formal dancing class, held in a ballroom where little girls learn to behave on that vast, shiny floor under the critical eyes of other people's mothers, where they learn how to walk, how to stand, and how to feel natural in their best clothes. Then, there are professional dancing-schools where one learns to be expert. I have observed that a great many débutantes dance badly, and I have never seen a chorus girl who did not dance well, so I think it is wise to send your daughter not only to a dancing-class, but also to one of the schools where professionals learn.

AND NOW CLOTHES

Clothes are important. I think girls should learn about them while young. Their awkward stages will be more attractive if they have acquired a fashion sense, if they know how to dress. No mother can dress her daughter after she is grown up as suitably to her age as that daughter can dress herself if she has knowledge and taste.

The first years are the most fun for the mother. We all love to dress up our daughters, and I think we should get it out of our systems while the daughters are tiny and have no ideas of their own. Begin right away with an infant. I know people will tell you that babies hate to be dressed up, but my experience has been that babies hate most things, and they don't like being slid into forlorn little white bags any better than being put into something becoming.

If you like plain clothes, have them. But if you like embroidery and lace and soft-coloured coats for your two-year-old, have them if you can afford them. I mean if you can afford the cleaning bills (Continued on page 144)

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Designed for summer triumphs . . . . You'll enjoy the chic casual silhouette and soft fluting. Smooth calf . . . crisply tailored with two extra pockets and slide fastening. Navy, chaudron, beige, grey, brown, white* and black.

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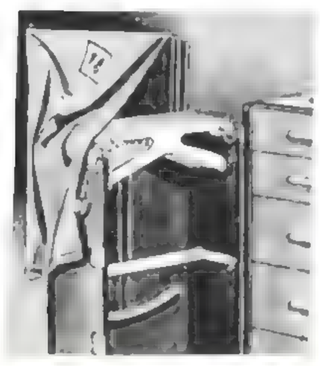
Weighs Much Less . . . Perfect for Air

Shown above in brown-and-white Tweed Ducord —also made in Rawhide and distinguished Continental and Regimental Stripes . . . all made in approved Hartmann travel goods designs — Tourobe, Bond Streeter, Sky-Robe and many other companion cases necessary to the travel ensemble.



Far Sturdier... Perfect for Auto

Travel goods merchants are showing this new Hartmann Cross-Country group. If not in your vicinity, write Hartmann, 261 Fifth Avenue, New York — or Racine, Wisconsin.



HARTMANN

Matching this new Cross-Country Luggage are Hartmann Wardrobe Trunks which complete a perfect garment-carrying service for all travel. They reflect Hartmann's 60-year-old tradition of craftsmanship.

"ALL THE ADVANTAGES"

(Continued from page 143) and the fact that fragile clothes wear out quickly. Dressy, delicate frocks must be immaculate when the small child sets forth for an afternoon.

And don't be angry if such clothes are spoiled. Don't scold your child for your own extravagance. And be sure your child's clothes are becoming. There are beguiling linen dresses with Beauvais embroidery for the straight-haired, tailored little girl who loses all her style in ruffles. And don't buy just anything for your curly-head who looks well in everything. She'll be even prettier if you take trouble.

YOUNG IDEAS

You have your fun for four years, perhaps five, if yours isn't too determined a young lady, and then she begins to tell you what she wants, and you must let her. She wants to dress as her friends dress. If every one at school has a navy-blue coat and sturdy dresses, your child will feel foolish and look foolish in the loveliest pale blue or pink dress and coat. Think how you would feel in Palm Beach clothes at the Colony Restaurant.

Of course, you will guide your daughter's taste, but let her tell you what is being worn at school, and, if you don't think much of the school taste, take a look at what we all wore so proudly, with such a sense of being fashion-wise in 1928. Dressing like other people is a beginning of fashion sense. Within the limits of the fashions current among the young, you can guide your daughter's taste, you can help her to prefer good lines to fussy ones, good materials to shoddy, clear colours to muddy ones.

I think (I have not reached this point yet with my daughters) a girl should have a dress allowance when she is about fourteen. Girls usually dress badly when they are first on their own, and it is better to have them go through that stage young. And girls don't really learn about clothes until they spend their own money, when they have to pay for the mistake that hangs, unworn, in the closet.

You can still give advice tactfully, but you must advise, not lay down the law, since your daughter is now spending her own money. Naturally, when you give her the allowance, explain that you expect her to follow the rules of decorum and common sense. No completely backless evening dresses, for instance. Your child's allowance doesn't mean that you forfeit your authority, but it does give her freedom within the limits of that authority.

One thing I think we should do, we should pay for our daughter's shoes and underclothes until she is really grown-up. If we pay for these things we can choose them, and that is important. Tight, badly-made shoes can spoil a girl's feet, and, if boyish styles should once more appear, she can ruin her breasts with a too tight brassière. Irreparable physical damage is much more serious than one scanty black evening dress that lifts the dowager's eyebrows for an evening. Never mind if your daughter gets herself a ridiculous hair-cut. It will grow out. But pay for her permanent wave so that she doesn't get a cheap experimental wave that may seriously damage her hair.

There are, I think, two important points about the financial side of allowances. During the years when she is between ten and fourteen, dress your daughter within the financial limits of the sum of money you plan to give her. In other words, put yourself on an allowance. Don't give your child a taste for made-to-order clothes if she will not be able to afford such extravagances when she gets her allowance.

The other thing I would suggest is that you forbid charge accounts, especially if the family credit is good. If she comes to you for an extra dress or a hat that she can't afford, it isn't bad. You'll probably give her an extra once in a while. But if she comes to you for money to pay for something already ordered for which she can not pay, that is the beginning of trouble for both of you. And at least at first, I think I would give extras, a wrap or a dress, rather than money for Christmas and birthdays. If the holiday cheques come in regularly, your daughter automatically counts on them, and, then if you suddenly give her furs and no cheque, she will be short of cash. Counting on money that isn't sure is the beginning of what may become dangerously bad financial habits.

Within the limits of discipline, within the limits of the life you give your child, you must give her reasonable freedom of choice. A great deal of adult happiness and success comes from choosing wisely or luckily. Luck one can't control, but wisdom seems to come from experience. Let your child have the experience of choosing her own friends. In a sense, it's your choice, since her choice is limited by your selection of a school, of a neighbourhood, of a summer resort. But within the limits you, yourself, have set, let her be free. She will probably choose better than you can. One sees more clearly on a level, and children judge other children best just as grown-ups judge each other best. I have found that children's opinions of adults are not as good as the sentimentalists would have us believe. Perhaps it is that we all see and choose best among our equals. And only children are the equals of other children.

CHILDREN ARE MODERNS

Remember that you can't go against the trend of the times, since you are part of the trend. It seems as though we were born by miraculous good fortune into an age when most people think as we do. That is not so. We think like other people, not they like us. Had we been born under Victoria, hard as it is to believe, we would have been Victorian.

All we are sure we can do for our children is to take care of their bodies and educate them within the limits of our knowledge and point of view. They will grow up into a different time; they will be the moderns, and there will be an old-fashioned name for our period. I think our daughters will be most grateful for the standard education and equipment that is useful to people in any age. I hope they will find our preparation adequate for their modern times.

FRENCH FASCINATIONS

Francevramant does these evening gowns with a feeling for midsummer nights. Right: Black skirt, wide belt, and frilled blouse—one of a jacketless series





Madame Récamier might well have worn this gown of sheer black crêpe from Francevramant, its all-over pleats restrained at the bodice by gold rope

Astringent colour and appealing cut — lime-yellow crêpe, slender as a reed, culminates in a tiered décolletage on this Francevramant model



Far right: A lilting bolero of lingerie ruffles, naïvely young and fresh—to contradict the bright assurance of the printed crêpe dress. Francevramant's

Francevramant makes this gown to illumine your whole evening wardrobe—of chiffon yellow as buttercups, fashioned with an incredible simplicity



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Imagine sanitary protection without pads, without belts, without the slightest tell-tale evidence, without odor! That is the great accomplishment of Wix, the original absorbent tampon, which gives sanitary protection *internally, invisibly.*

Worn internally, Wix can't possibly show—even with a bathing suit. Wix can't possibly chafe—because there is no protrusion to rub or irritate. Wix is always certain because, worn internally, there's no possibility of failure to absorb. Wix absorbs internally, eliminating odor.

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Over 400 shops are showing this fashion. If you don't find it in your favorite shop, write

KANE-WEILL, INC., 498 SEVENTH AVE., NEW YORK

OUR NATIVE COUNTRY CLUBS

(Continued from page 68) at Palm Beach, the purchase of bonds to the extent of $3,000 or more was for a long time a prerequisite to membership.

Where did it all begin—this passion for forgathering in the country? Answer: at Brookline, Massachusetts. For the Country Club there is the undisputed mother of the great brood of Country Clubs that now stretch from Portland, Maine, to Portland, Oregon.

Brookline is not far from Boston. In fact, a candid-camera man, standing with a good telescope in hand, on the gilded dome of the State House in Boston (just above the sacred codfish), would have found it easy to see, on any summer afternoon during the past fifty-five years, two Adamses playing tennis—a little grimly, of course—with two Lowells. And if, in the middle 'Eighties, the camera man had looked a little more carefully, he would have seen the bearded Dr. Dwight, who first introduced tennis to America, playing with his young pupil, Richard Sears, later to become the first amateur tennis champion of America.

It was in 1882 that Brookline first opened its doors. It was intended to be an institution, in the words of its charter, "to supply, in exchange for annual dues of $30, a comfortable club for athletic exercise and social meetings; with a reading-room, a simple restaurant, bedrooms, bowling-alley, lawn-tennis grounds, a place for race-meetings, and occasionally music in the afternoons." The Club at Brookline, for all its modest beginnings, now boasts, as so many of our principal Country Clubs do, of two golf-courses, trap-shooting, squash-courts, polo, racing, and a goodly number of tennis-courts.

The horse was, of course, the instrument chiefly responsible for the first appearance and the continuing popularity of Country Clubs in America. In the days before motors, and the days before golf, the attention of people of fashion and leisure in this country was very largely fixed on the horse; that is to say, on riding, driving, fox-hunting, four-in-hand, coaching, polo, and racing. It was the interest in these sports that first brought into being such famous and beguiling New York social institutions as the Meadow Brook Club on Long Island, the Rockaway Club at Cedarhurst, and the Westchester Country Club, all of them early and important clubs on our national roster.

As early as the 'Seventies, the Meadow Brook district on the Hempstead Plains, while it did not boast of a club-house, was the recognized centre of fox-hunting on Long Island. An important date to remember is the year 1877, for it was then that Frank Gray Griswold—the greatest huntsman in the annals of American sport—brought a pack of English hounds to this country, the first ever to be imported here. In a book which he wrote only a little before his death—two months ago—he gave an account of the success that attended his seventeen years of hunting in the Meadow Brook country, for the greater part of the time as Master of Hounds there. Largely as a result of his interest, a little farmhouse of the early 'Eighties was converted into a club-house for the use of the men and women who followed his pack so religiously on their weekly excursions.

In 1886, the first International polo match—with England—was played in America, Mr. James Gordon Bennett having generously introduced the game here. The Meadow Brook Club was quick to sense the excitement and importance of the game, and soon laid out its first polo field. From that day to this, Meadow Brook has been the recognized shrine of polo in America. During the past twenty years, other polo clubs have appeared in all parts of the country.

The old type of Country Clubs in the neighbourhood of New York—I am speaking of the years before 1895—were institutions of the greatest possible simplicity and charm. They consisted, as a rule, of a little farm-house, with a small

OUR NATIVE COUNTRY CLUBS

sitting-room, an open fire, sunny dining-room, and two or three very small bedrooms. The stables and the quarters for the grooms were close at hand; the fire-wood plentiful; the food simple; the wines of a good vintage; the membership rolls religiously guarded; and the annual dues wholly within reason. Such clubs were, in fact, so attractive that they were soon copied the country over, notably in Aiken, a club still active and still boasting the membership of that redoubtable horseman, Thomas Hitchcock.

Following in the wake of Aiken, there came clubs like The Kennels, at Baltimore, and similar institutions near Philadelphia, Washington, Charleston, Savannah, and many other cities in the South and West.

And now another important date in our saga—1891, the year of the formal début of golf in America, with the opening of nine holes at St. Andrew's, near Yonkers, and of twelve more at Shinnecock, Long Island. Shinnecock—one of the really magical names in the annals of American golf—was the first incorporated Golf Club in this country. It has never, in forty-six years, changed its terrain or the character of its membership.

From those two humble beginnings, there have sprung up in America five thousand Golf Clubs that need more than a half a million acres of land in which to flourish and that stretch their grassy lengths from cool Seattle to hot Miami. The country's investment in golf-courses and Golf Clubs has already passed the figure of two billion dollars.

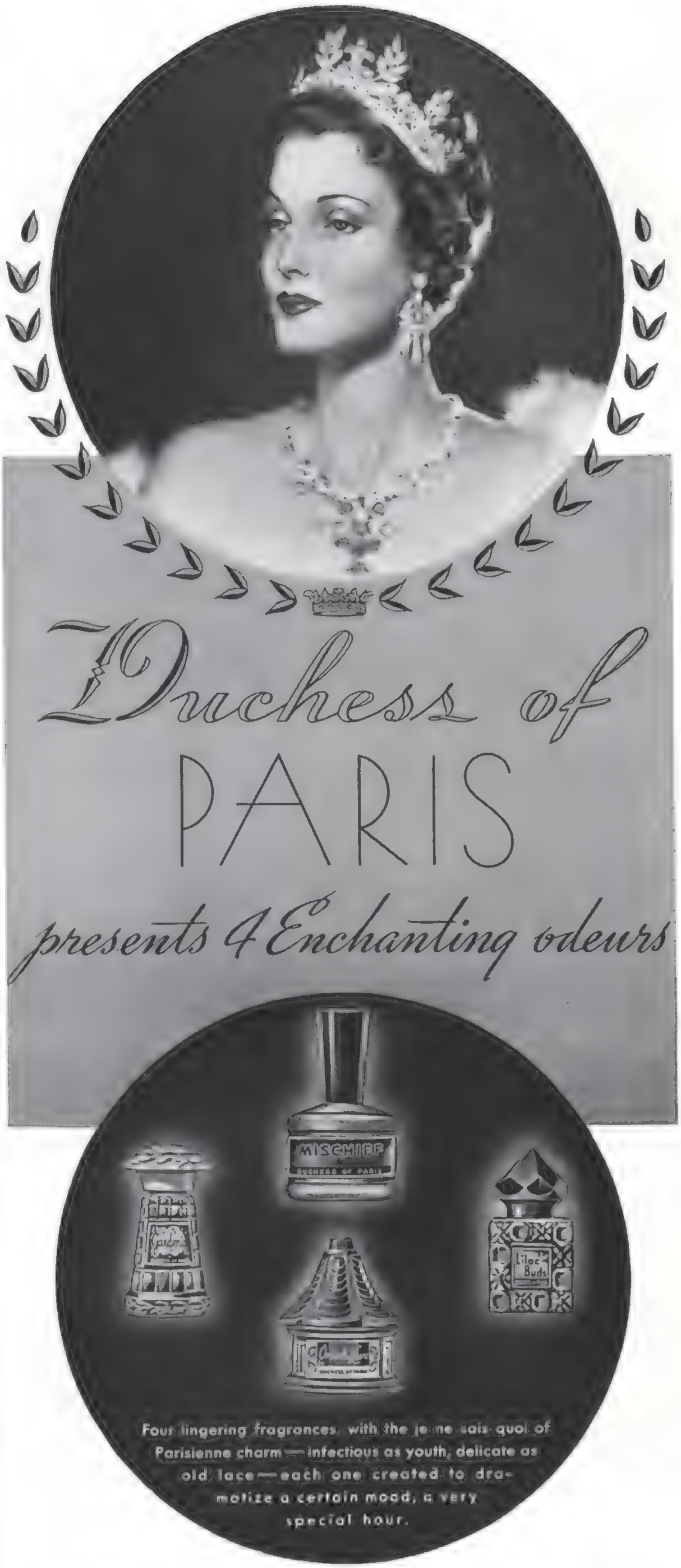
It is amusing to remember that, in the early 'Nineties, when the Country Club at Brookline first decided to try out golf as a part of its program of sports, the governors of the club voted an appropriation for it of $50. Exactly thirty years later, the Whippoorwill Club in Westchester voted an appropriation of $50,000 with which to build a single hole of its eighteen-hole layout. There are a dozen Golf Clubs in America, the cost of each of which has run to well over a million dollars.

The true father of the Golf Club in America is Charles Blair Macdonald, a Scotch-American who, in 1895, won our first Amateur Championship and who designed and laid out some of the noblest and most spectacular courses in America. Among them was the Chicago Golf Club, the first golf-links to be built in the West. Mr. Macdonald is still hale, and—very particularly—hearty; and he still plays an occasional round at the National, or the Links, or the Lido, three of the most famous courses in the land, all of them children of his own brain. By a singular coincidence, Mr. Macdonald's son-in-law, H. J. Whigham, was our second Amateur Champion, in 1896, and is still an ardent devotee of the game, playing most of his rounds at the Links, or the National.

The best judges have agreed that the National is the most consummate golf-course in the country; its holes, which are varied, spectacular, and hazardous, all having been modelled on the most famous holes in Scotland and England. It seems unbelievable that a single terrain of two hundred acres or so could have anywhere been found to permit the building of eighteen such wholly dissimilar holes.

The National enjoys another major distinction—its larder and cuisine! A complete luncheon at the National, if one happens to survive it, is an experience, a flight into the higher realms of gormandism. At noon, on Saturdays and Sundays at the National, three high, wide, and handsome tables of provisions await the hungry pack. For a score of years, the incredible delicacies on these tables have been placed there by James Ellis, the most imaginative and resourceful steward in our planetary system.

The allurements on those tables—usually accompanied by Burgundy, Chablis, or Bass' ale—include a hot clam, or fish, chowder, Peconic oysters, festoons of broiled live lobsters, clams Casino—with bacon, fish-cakes (unbelievably light and feathery), corned-beef hash (very (Continued on page 148)





PLAZA

WHICH type are you? An important question to consider when selecting a hat! Brewster answers with "Tailored-to-type" Hats, individually fashioned to glorify each of the four face-types. "Plaza", just one of Brewster's smart summer silhouettes, signalizes the entrance of the sailor-mushroom. Decisive and chic. The new stiff-and-tailored look of the grosgrain trim reflects the crispness of porcupine straw. Brewster felts, Four and Five Dollars. Straws, Four Dollars, Five Dollars and upward.

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BREWSTER HAT COMPANY, INC.
411 FIFTH AVENUE, NEW YORK

OUR NATIVE COUNTRY CLUBS

(Continued from page 147) brown), steak and kidney pie, cold Long Island duck, a game salad, asparagus vinaigrette, macaroni (well gratinéd), a rice pudding, with a thick yellow cream, Brown Betty, with a hard crust, assorted compotes, corn-bread, English muffins, Stilton cheese, and a practically complete collection of mustards, chow-chows, chutneys, ketchups, sauces, creams, gravies, dressings, relishes, and pickles.

Members who golf at the National usually play their rounds in the morning; a game after luncheon being fraught with too much danger. I, personally—after eating one of Ellis' luncheons—have never walked to the first tee without meeting there the figure of Death holding out a black tee to me in his lean and phosphorescent hand. At only four other New York Golf Clubs have I encountered stewards who approached, in their delicacies, those which are offered at the National—I mean the stewards at Deepdale, the Creek, the Links, and Piping Rock.

At scores of Country Clubs lying on our two coasts, sea-bathing has become an almost integral part of a round of golf. Cabañas, beach cafeterias, painted bath-houses—with alcoves for sunning, swimming teachers, water-sports, and diving towers—have become almost necessary adjuncts of the waterside Golf Clubs. Failing an ocean near at hand, a country club to-day must, perforce, build itself a swimming-pool.

The first Golf Club ever to be incorporated, outside of New York was the Country Club at Newport, still the most famous and popular golf-links in Rhode Island. The President of the Newport Country Club, when golf tournaments were first held there—in 1893 and 1894 (and before they were held anywhere else), was Theodore Havemeyer. In 1895, Mr. Havemeyer helped organize the United States Golf Association, and presented it with the famous Havemeyer Cup, the trophy which, since '95, has been played for in all our Championships.

The scores made in those old tournaments were nothing to brag about, the players being seriously handicapped by the old gutta balls, by badly groomed greens and fairways, and by golf-clubs that resembled the implements employed by the Neanderthal man in personal encounters with his rival at Piltdown.

There are many good reasons for building Country Clubs in America—golf, for instance, or tennis, swimming, dancing, entertaining, a good bar, trap-shooting, and the joys, however perilous, of the upward social climb. But, during the past twenty-five years, another reason, a cogent but usually a hidden one, has nearly always been operative. I allude to the little matter of a profitable real estate development. The building of many of our Country Clubs—including Tuxedo, Piping Rock, and the Westchester-Biltmore—could not have been financed by their founders except for their almost certain hope of reselling some of their real estate at greatly improved figures.

As the establishment of so many elaborate and successful Country Clubs, around New York, during the period that preceded the War, happened to come at a time when family life had ceased to be the social factor it once was, thousands of smaller clubs, in the suburban districts of all the larger American cities, soon followed in their train. In practically every important suburb of this sort to-day, there is some sort of a Country Club acting, in the district around, not only as a centre for sport, but as a major social artery. In other words, people of small means have found that, while they can not entertain in their own houses on anything like an impressive scale, they can do so effectively and economically at their Country Club.

It would be impossible, in so short an article, to mention even a tithe of the successful and significant Country Clubs of America. California probably takes the lead in the number of them. Every year, in California, there spring into being, suddenly and miraculously, a dozen new ventures of this kind. We have only to remember Pebble Beach and (Continued on page 152)

MADISON'S SHOW

(Continued from page 47) Grover C. Rauch of New York, Brittany, Clumber, and Irish Water Spaniels; Fred L. Clark of Racine, Wis., American Cocker Spaniels and Best of Breed; E. S. Willing of Bryn Mawr, Pa., English Cockers; and Herbert S. Routley of Peterborough, Ont., Springer Spaniels.

In the hounds, there are G. V. Glebe of Bryn Athyn, Pa., Afghan Hounds, Bloodhounds, and Salukis; Walter J. Graham of Asbury Park, N. J., Bassethounds and Harriers; W. C. Baldwin of Ottawa, Beagles and American Foxhounds; Joseph Z. Batten of Caldwell, N. J., Greyhounds and Whippets; Dr. H. B. Kobler of Philadelphia, Borzois; and Fredson T. Bowers of Princeton, N. J., Irish Wolfhounds.

Judges in the working division include J. Harry Rushton of Asbury Park, N. J., Alaskan Malamutes, Bull Mastiffs, Eskimos, Mastiffs, and Siberian Huskies; Mervin Rosenbaum of San Francisco, Briards, Kuvasz, and Giant Schnauzers; Harry Davis of Bethlehem, Pa., Collies; Mrs. Charles W. G. Baiter of Madison, N. J., German Shepherds; Ernest E. Ferguson of Hollywood, Calif., Great Danes; Joseph C. Quirk of Greenwich, Conn., Great Pyrenees; Lewis S. Worden of New York, Newfoundlands; Matt R. Korshin of Media, Pa., Old English Sheepdogs; John C. Zimmerman of Birmingham, Mich., Dobermann Pinschers; Paul C. Blass of Philadelphia, Rottweilers and Corgis; Louis Smirnow of Brooklyn, Samoyedes; and Miss Catherine Coleman of Newport, N. H., Shetland Sheepdogs.

For the terriers, there are John Spedding of Philadelphia, Bullterriers; Alva Rosenberg of Brooklyn, Dandie Dinmonts and Skyes; Philip R. Brand of Pasadena, Smooth Fox Terriers; F. H. Farwell of Orange, Texas, Wire Fox Terriers and the breed specials; Dr. Thomas D. Buck of Rochester, Lakeland, Lhasa, Manchester, and Staffordshire Terriers; William Prescott Wolcott of Milton, Mass., Schnauzers and West Highland White Terriers; Oliver C. Harriman of New York, Scottish Terriers; Dr. Henry Jarrett of Philadelphia, Sealyham Terriers; and Henry T. Fleitmann of New York, Welsh Terriers.

The toys have been distributed among Mrs. Enno Meyer of Milford, Ohio, with Chihuahuas, Toy Manchesters, Toy Poodles, and Yorkshires; Mrs. Orrae L. Billings of Norwich, N. Y., English Toy Spaniels; Charles G. Hopton of Brooklyn, Brussels Griffons and Pekingese; James Walker Trullinger of Harrisburg, Pa., Japanese Spaniels and Pugs; Mrs. John D. Prince, Jr., of Paterson, N. J., Papillons and Miniature Pinschers; and Mrs. J. B. Flynn of Detroit, Pomeranians.

Finally, in the non-sporting, are Monte E. Greenfield of New York, with Bostons; Robert A. Ross of Ville St. Pierre, Canada, Bulldogs; Mrs. L. W. Bonney of Flushing, L. I., Chows; Mrs. M. Rawson Aloe of Washingtonville, N. Y., Dalmatians; Walter H. Reeves of Belleville, Ont., Keeshonden, Poodles, and the miscellaneous class; and Mrs. H. P. Reilly of Central Valley, L. I., Schipperkes.

As from its inception, the Madison fixture is under the Foley direction. In all, there will be more than six hundred people engaged in putting on the show. There will be a veritable army of runners to keep the classes moving smoothly and rapidly. Augmenting them will be another big group of club employees under the direction of McClure Halley, who, at Morris & Essex time, is busier than a roomful of those proverbial one-armed paper-hangers. Under his direction, in the afternoon—as the regular classes are completed—the field will be transformed as if by magic. The small rings will give way to one big space facing the little white office building in the centre of the field. Ornamental shrubs and potted plants will be set in the ground around the big platform on which the group competitors will be judged. And dog fanciers will be treated to one of the most colourful events in bench competition, the judging of best in show at Madison.

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NO BED OF ROSES

(Continued from page 79) He took it that the kimono was intended to give a good purchase for his claws. It did. When biffed obliquely with the small digging fork, he slid down. We fought it out on those lines all summer. Neither of us ever learned better.

Another item not altogether suited for gardening is a white terry bathrobe, such as one brings back from France. It appears ideal for stepping onto the porch, but that's as far as it should go. Especially the impulse to exterminate a random spray of poison-ivy should be resisted. If anything could wait, surely poison-ivy is the very thing. One should be able to take it or leave it alone. Such is not the case. The root goes on forever, and the gardener goes after it, and the immaculate white bathrobe goes to the laundry the same day. There may be cures for ivy poisoning, too; but, generally speaking, one saves time by letting it come out in a rash till it gets tired.

The secondary stage in gardening clothes is sheer utility: in the form of corduroy overalls, distressingly described as farmerettes, but there is no law compelling them to be mentioned at all. You just wear them, and nobody says anything, though it is a strain. They come with a lot of bibs and straps and cuffs, which can be ripped off at once.

For intermediate work or getting close to the earth, they are excellent. Of course, this depends on the technique. I have one gardening friend whose preferred attitude is sitting down and hitching herself along from flower to flower, something like a bee, but not exactly. In her estimation, nothing but blue denim and a waiting bathtub is practical. But I do more stooping and kneeling. The left knee of the corduroy trousers vanished recently, but that doesn't count. As long as the right knee remains, the conventions are preserved. When calling next door, where there are chairs with brocade upholstery, it is *de rigueur* to ask for a newspaper. No need to question why, if one has been forking for dead leaves out of the brook. My brook is about a foot wide, and the grass slippery. When my feet shot from under me, the only place available to sit down immediately was the middle of the brook. And in such circumstances, there is nothing *to* do but sit down immediately.

One woman of my acquaintance meets all exigencies boldly in a bathing-suit. Her gardener got used to it in a very short time. Then there are those who hold by shorts and a wrap-around skirt, the latter to be assumed hastily for company. I have nothing to say against this, except that shorts should be worn only by those whom Nature's simple plan indicates to be suitable. Slacks are better, though they also call for their own specifications, and they get very disreputable around the ankles. For women to wear knickers is flying in the face of Providence.

But culottes are the answer to prayer. Any one can wear culottes. There's simply nothing to it. They are invaluable for every form of activity, even climbing ladders and perching in trees, but especially for those odd moments when one is bending forward and friends take snap-shots. It is better to get one's culottes in striking patterns, which will absorb a few grass stains or the remains of a ripe tomato into the general colour scheme.

And for winter gardening, a special branch of the art that has not received our due attention, ski pants and a mackinaw are indispensable. Winter gardening consists of removing dead limbs from the larger trees, blasting out stumps, poking into snowbanks to uncover a hopeful trace of moss (like a reindeer foraging), and deciding what to transplant if spring ever comes. A leather jacket for zero weather, and elk-hide boots—but not those knee-high boots that take hours to lace and unlace.

Footwear remains difficult. For summer, straw sandals are the least advisable, though I keep on forgetting this demonstrated fact. Likewise, those West Indian things, with leather soles and

NO BED OF ROSES

crocheted uppers, look nice till you get them wet, which is right away. Sabots are theoretically perfect; their drawback is that they can not be worn at all. Don't tell me that the Dutch wear them. In the first place, I don't believe it; and in the second place, the Dutch have spent centuries trying. Furthermore, Holland is flat. You can not, and neither can any one else, move up- and down-hill in sabots; nor yet sideways. I have come to the definite conclusion that sabots are a pure art form, used in posing for post-cards and for no other purpose whatever. Hence a pair of sabots is a picturesque accessory when left carelessly beside the brick walk; I rather like the idea. The point is, they should be left there....

Now about espadrilles, they are splendid for visiting other people's gardens. You don't want to see their gardens anyhow; so after a rapid glance and a few polite exclamations, you flop down on the grass and say it's too warm for further perambulation. The espadrilles will not punch holes in a cherished lawn, and all else is forgiven.... Stockings can hardly be called a problem. They are self-liquidating. Statistics show that a pair of silk stockings will last fifteen minutes in the open. I have found that epidermis is less expensive. Short socks are useful for emergencies.

From the above considerations, the intelligent woman will readily deduce that a satisfactory outfit for feminine gardeners should comprise a velvet house-gown; crêpe dinner-pyjamas; a play-suit with lots of skirt; a more exotic model of Balinese inspiration, halter neck and glazed chintz; and, if possible, one of those new Schiaparelli creations with a circular skirt in brightly blocked linen and a little tight jacket with sleeves. You probably have what is called a garden dress already, the backless type, of field-flower print and sweeping amplitude. Cork-soled pattens, strap sandals, or embroidered Chinese shoes can be got into hastily. There are also Ceylon straw hats, my own discovery, feather-weight, almost indestructible, and quite becoming. Keep at least one of these costumes in a closet as near the front door as possible, and practise sprinting.

Otherwise gardening is sheer self-indulgence, and if persisted in will undermine the foundations of the home. One of the saddest stories I have ever heard is that of a frustrated millionaire whose womenfolk went native on him. He was a banker by profession, but his heart wasn't in it, though he passed on before 1929, so the obvious inference remains unproven. Twice a year he went to Paris, implying that the mysteries of international finance required his presence abroad. No such thing. Each time he merely bought out the rue de la Paix and brought home the loot to present to his daughter. It seems he had no one else to bestow the things upon. But his daughter was an incurable gardener. She used to drive the Scotch professional distracted by rising at dawn and hurrying out (Continued on page 152)



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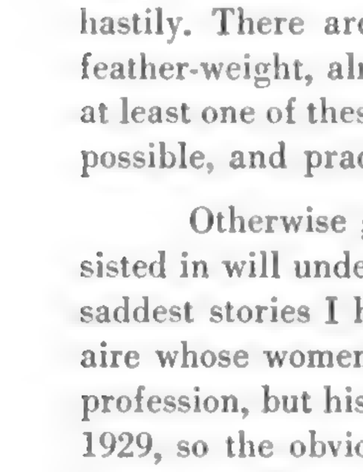
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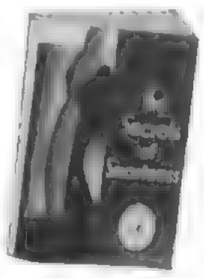


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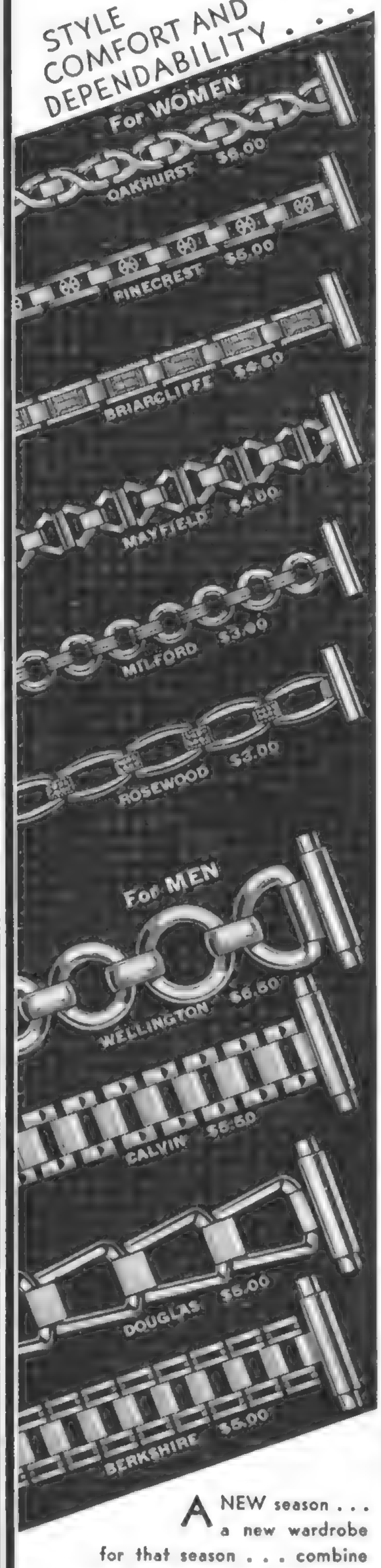


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NO BED OF ROSES

(Continued from page 151) to do the digging, pruning, and distribution of seedlings with her own hands. In a jumper and overalls. And *barefoot*. She liked the feel of the dewy grass. Meantime, the Paris dresses remained on their hangers till they went out of style.... The truth, the guilty secret of gardeners, is that they are very apt to run barefoot, if not watched constantly.

It was when the neighbours informed me that a lady had called during my absence that I resolved to reform. What happened was that, returning from town, I got out of the flivver at the turn of the road and walked up to the house, clothed and in my right mind.... They pretended to take my word that it was me, but obviously they had their doubts.

So if good intentions will do it, I still hope that some time in the distant future I may realize that cherished dream of drifting gracefully down the terrace, in ruffled organdie and a ribboned hat, to cull a few choice buds into a dainty basket. All I need is the terrace, a rose-bush covered with blossoms instead of rose-beetles, the ruffles, and an alert keeper.

OUR NATIVE COUNTRY CLUBS

(Continued from page 148) Cypress Point, at Monterey, and the Burlingame Club, near San Francisco, to realize how supremely well California has developed this important social institution. In the vicinity of Los Angeles alone, there are twenty successful enterprises of this type, all of them elaborate, beautiful, and apparently functioning smoothly.

The latest, and one of the most remarkable of the California clubs, is the Pasa Tiempo, which is built among the deep ravines and timbered hills that border the Pacific at Santa Cruz: and, already, a number of cottages have sprung up around the parent nest at Pasa Tiempo. Just as in the case of Cypress Point, the fine Italian hand of Miss Marion Hollins, once our American amateur golf champion, can everywhere be felt at Pasa Tiempo.

Another famous California Club is the Beverly Hills Tennis Club, which has just added a whitewashed brick pool, an indoor ping-pong room, designed by Fred Perry, and the only en-tout-cas courts in California, where you can play tennis from eight in the morning until midnight. Eleanor Tennant teaches half of Hollywood here.

One of the most unique Golf Clubs in the East is the Women's National, on Long Island. This club, like Pasa Tiempo, was first brought into being by Miss Marion Hollins. The Women's National has a charming club-house, an excellent restaurant, a representative membership, and a golf-course which, though a little less than championship length, is still a most beguiling links to play over. While men are tolerated at the Women's National, no mortal man has yet succeeded in joining its membership.

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PRINCESS STYLE

(Continued from page 126) breakfasted, to remain there till lunch-time. The little ones stay in their prams, entirely swaddled in knitted costumes—for which, of course, Nanny has done the knitting. The older children romp about with the dog, for there must be always at least one dog for every child. After lunch it is the park again—Hyde Park is the favourite, for Hyde Park is full of entertainment for both children and Nannies—unless the child is old enough to take dancing lessons at Miss Vacani's or riding-lessons at Mr. Smith's in Cadogan Mews.

Little boys frequently go for boxing lessons, punching away with true American abandon. Music-lessons begin early, but only if the child really likes them. There are few musicians under compulsion among the younger generation in England, but the little Princesses are set up as examples, and are probably responsible for a good deal of the enthusiasm.

When school age arrives, a governess appears on the scene—although more and more children are going to day-school before they finally go away to boarding-school; for it is now considered a debatable point—this business of keeping young children as isolated as they inevitably are when educated at home. It makes it all the harder for them to mix well when they do go away.

The social side of life for children has been getting more attention the last few years. Just as it is no longer considered a good thing to keep them continually in the nursery, letting them emerge only after tea for a half-hour in the drawing-room (a painful, artificial half-hour, all too often), it is now recognized that they must learn to play easily and naturally with other children. Christmas and birthdays still are the only times for really big parties with magicians complete with rabbits and favours, but at least twice a week, and always on Saturdays, nursery teas are exchanged.

There is something very fascinating about nursery teas with the carefully observed etiquette of visiting and receiving Nannies; the stereotyped simplicity of the food—"nursery" bread and butter, jam or honey, sweet biscuits and plain cake; the polite little "thank-you" speeches with which the guests depart—it is perhaps not altogether fanciful to imagine that the formal structure of English social life has its small beginnings in the nursery. A really mondaine child will have a mantelpiece crowded with tea invitations, and Nanny often has to have an engagement book to keep everything straight. But in well-run households, such festivities are never allowed to impinge on that inevitable moment—"time to go to bed," for there is always a busy and happy to-morrow ahead.

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MALE POLISH

(Continued from page 98) male won't, thank Heaven, go in for Latin sideburns, nevertheless a suggestion of that sort of thing will help a face that is too rotund. And the way the hair is cut on the sides and back, especially around the neck-line, is awfully important.

Men use lipsticks—the pure white kind—by the thousands, perhaps millions; valets in clubs and hotels claim that in emptying pockets they find as many lipsticks as tobacco-pouches. They're a great boon to those who suffer from lips that get dry in the summer and chapped in the winter winds.

Aside from dryness, which is easily dispelled with a little hand-lotion, the problem of hand-care is a simple one for men. The main thing is to keep the nails short and clean, and the cuticles neat. Many men have naturally trim nails that require very little attention; others get manicures whenever they're having their hair cut, which is usually every fortnight.

A few more things that we might mention in passing: Those bath-mitts that women like are also popular with the gentlemen, who love to manipulate them as they sing in the shower. Every man should have an eye-wash on hand, to dispel the traces of eye-strain or riotous living. Pine-scented bath-salts are the most popular with men who prefer a bath to a shower. And for an after-bath rub-down, those mixtures containing a bit of oil with the alcohol keep the skin in better condition and prevent dryness.

In the ever-growing array of toilet articles for men, toilet-water is probably arousing more attention—and more controversy—than any other item. It's the final, finishing touch to good grooming; but it's got to be just right. The line is sharply drawn between what is good taste in scent for men and what isn't, and nothing, probably, gives you a better idea of a man's taste than his choice of toilet-water. (It's even more revealing than his taste in ties — or jewellery.)

What, then, shall a man douse on his handkerchief? There are now thirty-two manufacturers of men's toilet-waters, as against three in 1934. Naturally, such obviously feminine scents as violet, gardenia, lily, and the like, are out; but it's a strange thing that lilac and lavender—both rather old-maidish, as a matter of fact—are considered perfectly *au fait* for men. Most men—and women, too—seem to approve the old favourites: eau de Cologne, lemon verbena, rose geranium, fern, heather, and such strictly masculine scents as leather and tweed are always good.

Such scents as cedar, pine, spruce, and bay appeal to those men who like to have a feeling of the great outdoors wafted about them. And there are bags to hang in the closet that contain a root called vetivert, which





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MALE POLISH

imparts the same open-air, good-earth aroma to a man's flannels and tweeds.

Of course, there are many women who don't like even a suggestion of toilet-water noticeable on a man; but the great majority of them do. Elsa Maxwell likes any scent that's fresh and clean, and not in any way associated with a woman's perfume.... Mrs. Cole Porter's favourite is a toilet-water scented with Russian leather, that Howard Sturgis gets in Vienna.... Judith Anderson is an ardent believer in scent for men—especially the rose geranium scent put out by a famous house. ...Ina Claire likes scent on men's hair-dressings and handkerchiefs; sandalwood, or any woodsy, spicy scent. She considers perfectly-cut hair and well-manicured nails (not too highly polished) the essentials of good grooming.

William Gaxton likes a special toilet-water put out in hip-pocket flasks.... The Comtesse de Forceville likes to notice a scent, preferably Russian leather, when a man pulls out his handkerchief. But the first thing she looks at is his finger-nails.... Jane Grant doesn't approve of any scent about a man unless it's very slight, such as eau de Cologne.... Irene Hayes thinks there's nothing worse than a man's linen handkerchief without toilet-water on it—but it must be something clean, fresh, and masculine. She thinks something should be done to prevent men with brilliantined hair from ruining the backs of chairs and sofas....

Following is a list of the toilet articles that every man should own:

For Face and Head: Tonic or hair-dressing (if the hair is particularly unruly, a brilliantine would also be included). A wooden bowl or tube of shaving cream. A beard-softener. An after-shaving lotion or astringent (if the skin is dry, a cold-cream or vanishing-cream will be included). An eye-wash. A white lip pomade. A mouth-wash.

For the Body: An after-bathing rub, containing alcohol and a small amount of oil. A deodorant or non-perspirant. Pine bath-salts. A rubber or bristle brush.

For the Hands: A nail-brush. Pumice-stone. Nail-scissors. (We're assuming that men whose nails require manicuring have it done at the barber's.)

For the Feet: Foot powder or deodorant powder. Nail-clippers.

This makes no attempt to touch on items that are more or less hygienic or medicinal—such as tooth-powder or tooth-paste, gargles, et cetera. (Men being, on the whole, much fussier about their health than women—although you won't catch them admitting it—some bachelors' bathroom shelves look like miniature drug stores.)

But—with the above supplies on hand—there's no excuse for any man not to look well-groomed. The day of the Magnificent Brute type is, mercifully, over; and if your man doesn't know it yet, somebody ought to tell him.





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DEMANDS
Loveliness of Personality

Are you, yourself, as romantic as the new fashions? Can you manage a robe de style? Have you a talent for leisure? How do you handle a tête-à-tête?

A BOOKLET
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Paris created the new clothes for gentle-women. All that Margery Wilson has always taught has suddenly assumed tremendous importance. Learn the modern way of:

getting into a chair or a motor gracefully, entering a room effectively, accepting a gift graciously, parrying a compliment deftly, entertaining with smooth spontaneity, and—subtlest of all—challenging the blasé lords of creation to unexpectedly chivalrous attentions.

Even in business, the soft voice, the gracious manner, suavity and chic are the formula of success today.

Miss Wilson's famous course, "The Cultivation of Charm", affords you all the advantages of a finishing school in the privacy of your own home, through personalized training by correspondence. Under the guidance of this sympathetic teacher, you learn all the phases of exquisite self-expression that give you social ease, charming manners, finish and grace.

THE BOOKLET called "The Smart Point of View" describes this course in detail. It will be sent to you without obligation in an unidentified envelope. And it will open new vistas of opportunity and effectiveness.

To receive the booklet "The Smart Point of View", write to

MARGERY WILSON

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PLIANT POLISH
NOW STARRING

9 Shades

☆ Nine glorious shades are now to be had in Barbara Bates Pliant Nail Polish—rich tones and pretty tints. And never was finger-tip beauty so style-correct. Ordinary polish may be stiff as a dowager. But this Pliant Polish has maidenly suppleness. It *flexes* with the nail...to prevent crack-



ing, peeling and chipping...and your nails keep healthy. Be sure to see *Rose Mist, Rose Tan* and *American Beauty Rose.*

This craze over buffers is all Barbara Bates' doing, for she knows what's *good* for your nails. See her new Ball Buffer with its wondrous pearl-like handle. A hidden spring allows quick change of chamois. Used with her cunning Powder Polish Stick it gives a slick foundation to your liquid polish. But don't stop here...

Complete youthfulness and healthfulness for the hands are found in this Barbara Bates family. Pliant Liquid Polish, 50¢; Lubricant Polish Remover, 25¢; Powder Polish Stick, 50¢; Cuticle Beauty Cream, 50¢; Zephyr Nail File, 40¢; Crystolive Stick, 50¢; Smoothie, 10¢; Ball Buffer, $1.50.

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Enclosed please find 20¢ for a sample of PLIANT Nail Polish and Lubricant Polish Remover. (Check Shade)

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PARIS POSTSCRIPTS

THE arrival in Paris of the Duke and Duchess of Kent caused a flurry of excitement. One saw them dining quietly by themselves at Maxim's; she in a simple black dinner-dress with a tiny black skull-cap on the back of her head. Or saw her shopping at Suzy's, trying on beautiful big garden-party or afternoon hats—one a beauty of blue and white satin ribbon rolled around the head and tied in the back, with the top of the head left free.

VISITING ROYALTY

Molyneux had a dinner-party for the Duke and Duchess one night, and the pianist from "Brick Top" played. About midnight, the pianist returned to "Brick Top's," with the news that the royal couple were close on his heels. Every one powdered noses, straightened coats, and kept eyes on the door in suspense until two-thirty in the morning, when the royal party arrived to give the final touch of chic to this popular night-club.

At "Brick Top's," another night, Schiaparelli came in in a purply-blue beaded jacket—the same elbow-sleeved jacket that Mrs. Harrison Williams ordered in six different colours. Schiaparelli is making all of Mae West's clothes for her next picture—hats included. Hollywood sent a wax figure of Mae West to Paris, on which to make the clothes, and Schiaparelli is enchanted with the narrow waist and curved bust idea. Who knows?—it may influence her next collection.

When Schiaparelli came back from Bermuda, the Furness Line gave her two of their bed blankets that she greatly admired—the double-faced ones in blue and red. She had great difficulty getting them through the Customs, but she finally arrived safe in Paris with her loot. The upshot of all this is—she has now made herself a beautiful loose sports coat of the two blankets, with the Furness Line written all over the inside.

In Schiaparelli's shop on the main floor are several amusing new things. Round cigarette boxes and tobacco boxes made of cobra skins. Handsome big flat cigarette boxes and ash-trays of box-calf studded with brass nails. And many dark nightgowns—wine-red or navy-blue, with no trimming except tucking. There is one excellent one of deep red chiffon, the bodice covered with fine vertical tucks, and the neck-line slipping off one shoulder.

BERIBBONED

Suzy is making a lot of ribbon hats. A wonderful one, a high-fronted toque worn off the face, is made of dull olive-green and cyclamen satin ribbon. The green ribbon goes across the top, the cyclamen forms the sides, and all is tied in a knot at the back. She also uses quantities of satin ribbon

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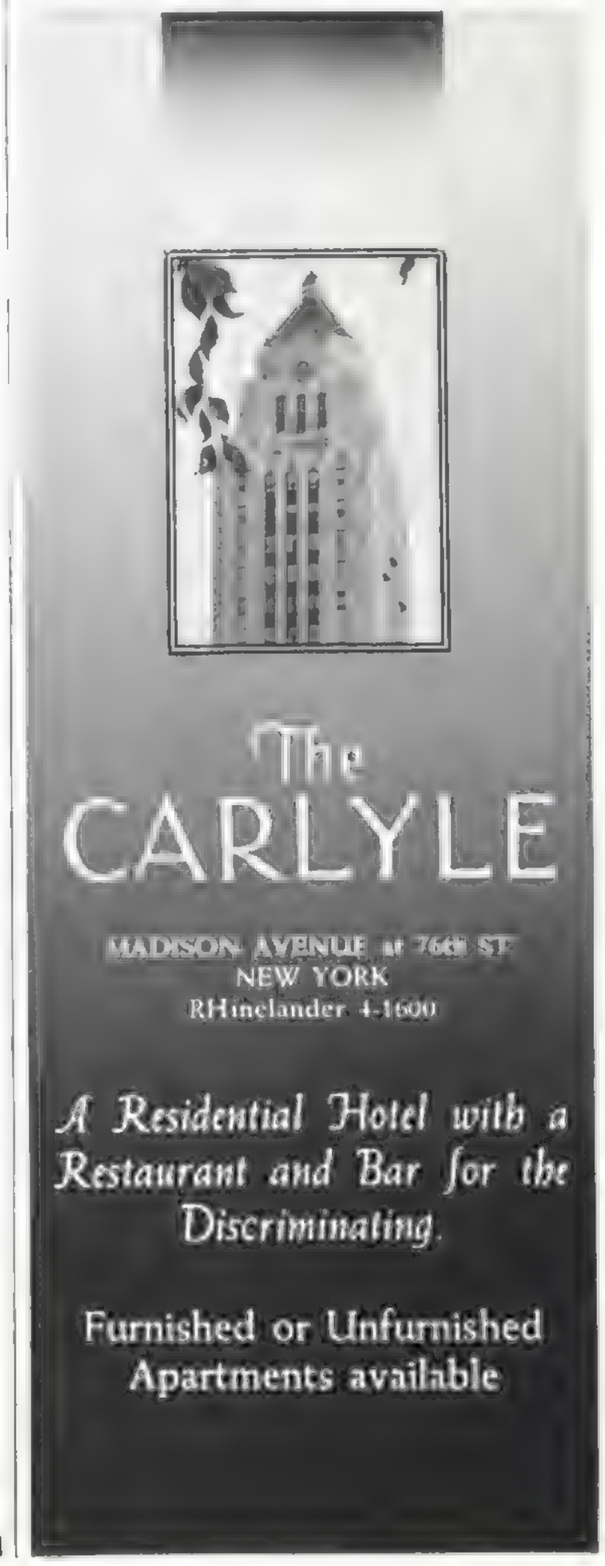
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Free: Booklet of clever recipes. Write Pleasant Valley Wine Company, Rheims, N. Y.

Great Western
AMERICAN CHAMPAGNE
To the Great Moments

PARIS POSTSCRIPTS

on her big picture hats. A large Leghorn hat, for instance, has pale watercress-green satin ribbon draped across the crown and wrapped around the stems of two pink chiffon roses.

Suzy is also making her usual straw sailors, but with interesting veil arrangements. One biscuit coloured sailor has the brim faced with brown satin and a chenille-dotted round veil falling over the face from under the brim. There is a tiny multicoloured straw sailor with a two-toned diamond mesh veil—half red, half green—that is tied in a bow onto the rubber band in back and that wraps around your neck, or drapes over the brim, as you please. She also uses hand-crocheting as trimming. There is a corn coloured Breton sailor with light beige hand-crocheting holding the grosgrain crown together. She uses the same crochet to hold strips of felt on a grey sports hat.

THEY SPRING IN PLACE

Women are all talking about Agnès' new hats that are held on—not by elastics—but by spring bands hidden inside the crown. (You see them on pages 72 and 73.) The bands consist of two wires enveloped in a sort of stretchable braid, and they can be placed either horizontally or vertically inside the crown. We tried on all the hats that have this new device, and they certainly cling like mad. The only disadvantage in these spring bands is that they make a hat look like nothing at all in the hand—the spring band makes the hat curl up naturally. But, don't worry, they don't deform a hat at all.

OLD JEWELS FOR A NEW MODE

Snooping through antique shops for old jewels still goes on. We located four very small diamond fish the other day. Fish with large ruby or sapphire eyes. They're pretty smart pinned across your chest, exactly as if they were swimming in an aquarium. Another find was a big gold leaf studded with different coloured and different shaped stones.

Molyneux is head over heels in work over the Coronation. He is making several robes here—notably for the Duchess of Leeds. And, in London, he is making the uniform gowns for the Duchesses who will carry the Queen's canopy: the Duchess of Roxburghe, the Duchess of Rutland, the Duchess of Norfolk, and the Duchess of Buccleuch.

At the moment of writing, Paris is in the throes of another strike. There are no taxis, no buses, subways, or any means of transportation, except your feet or private car. It is all the result of the little demonstration at Clichy a couple of nights ago when several Communists were killed. But Paris expects it to blow over, as all the others did. Paris wants nothing to interfere with the Exposition.



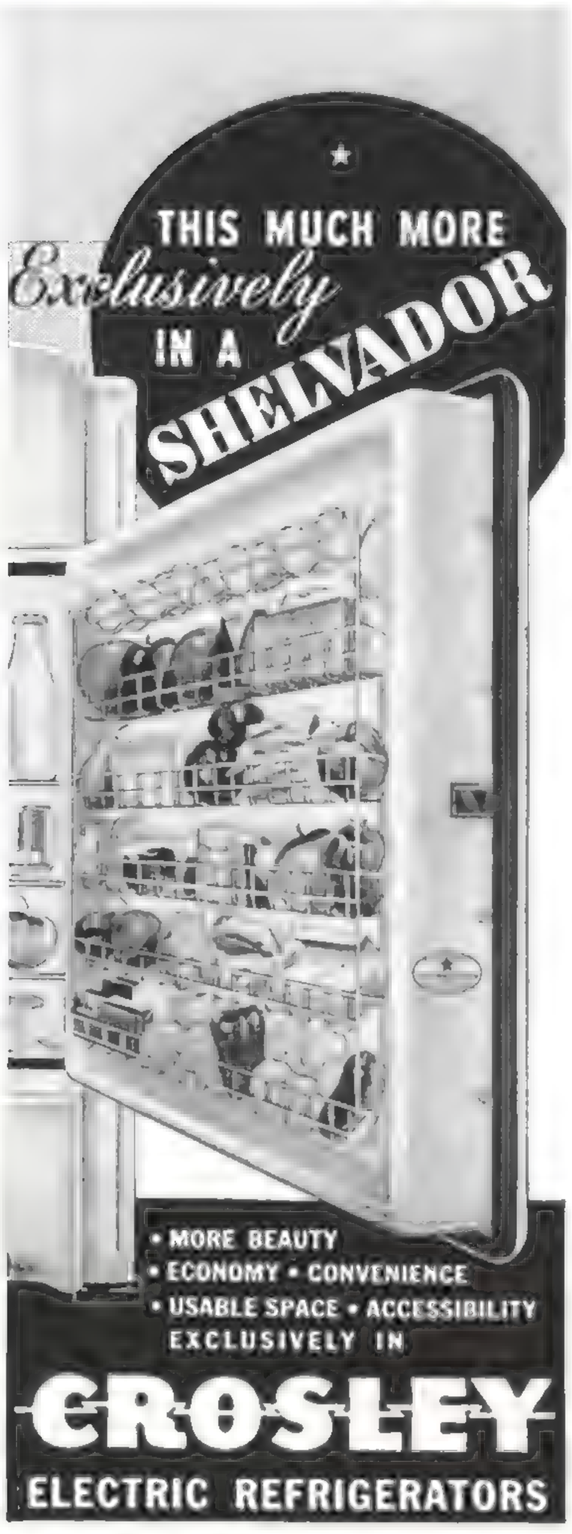
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ZiP Perfumed Depilatory Cream needs no introduction to hundreds of thousands of women. It instantly eliminates every vestige of hair and permits you to enjoy wearing all the newest, briefest, sheerest summer clothes without embarrassment; permits the modern swim-suit to reveal your radiantly beautiful skin.

Now comes ZiP Cream Deodorant—a new kind of cream which not only removes body odors, but also STOPS PERSPIRATION for one to three days. Packed in a large attractive container. Ideal on sanitary napkins.

Ordinarily these preparations cost 50c each. For a short time I am offering both of them to you for the price of one.

***ZIP* Epilator—IT'S OFF *because* IT'S OUT.** Actually destroys superfluous hair by attacking the hair below the surface of the skin. Quick and effective. Excellent for face.

ZiP Facial Hair Remover—Odorless. This new odorless cream can be used as freely on the face as on the arms, legs and body. Contains no sulphides, packed in large opal jars.

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Please send me your special Two for One offer—ZIP Perfumed Depilatory Cream and ZIP Cream Deodorant. I enclose 50c plus 10c postage.
Write Name, Address, City and State below.

IDEAS, UNLIMITED

HOLD on to your last summer's well-cut classic slacks and tennis dresses; and by all means cling to your good imported sweaters. But don't waste time and money reviving a limp and listless print that has had its day. The joy of summer clothes is their fresh immaculate charm. Summer is the time when wit and ingenuity, rather than money, come into play.

Discard last year's hats and buy a little white crocheted pill-box for $3 or so. Find a wide-brimmed natural straw for under $5. Twist two scarfs into a crownless turban for your head.

Buy brief white cotton gloves for a dollar or two a pair, and keep them spanking clean.

Wear sneakers with your play-suits, and childish white cotton socks at about fifty cents a throw.

Have a kasha-coloured swagger coat for day; and wear it also as an evening wrap—with chiffons or with cotton evening clothes.

PEASANT FASHIONS

Take advantage of all the peasant fashions: the peasant garden frocks that cost about $15, and which make the most enchanting country-house dinner-clothes. Wear one of these dresses, short-skirted, for an afternoon party, with a wide-brimmed rustic hat.

Revel in the delicious cottons and linens piled in bolts on the counters, and use Vogue designs to make anything you need. Look at the town wardrobe on pages 112 and 113 to see how far you can go with this idea.

Make use of the smart little odd jackets for day or evening, made of chintz or linen, hand-quilted in Kentucky. They have the chic and originality of prized imported things, and cost, approximately, from ten to twenty dollars, as a rule. In solid colours or white, with boxy lines, these jackets are smart for town.

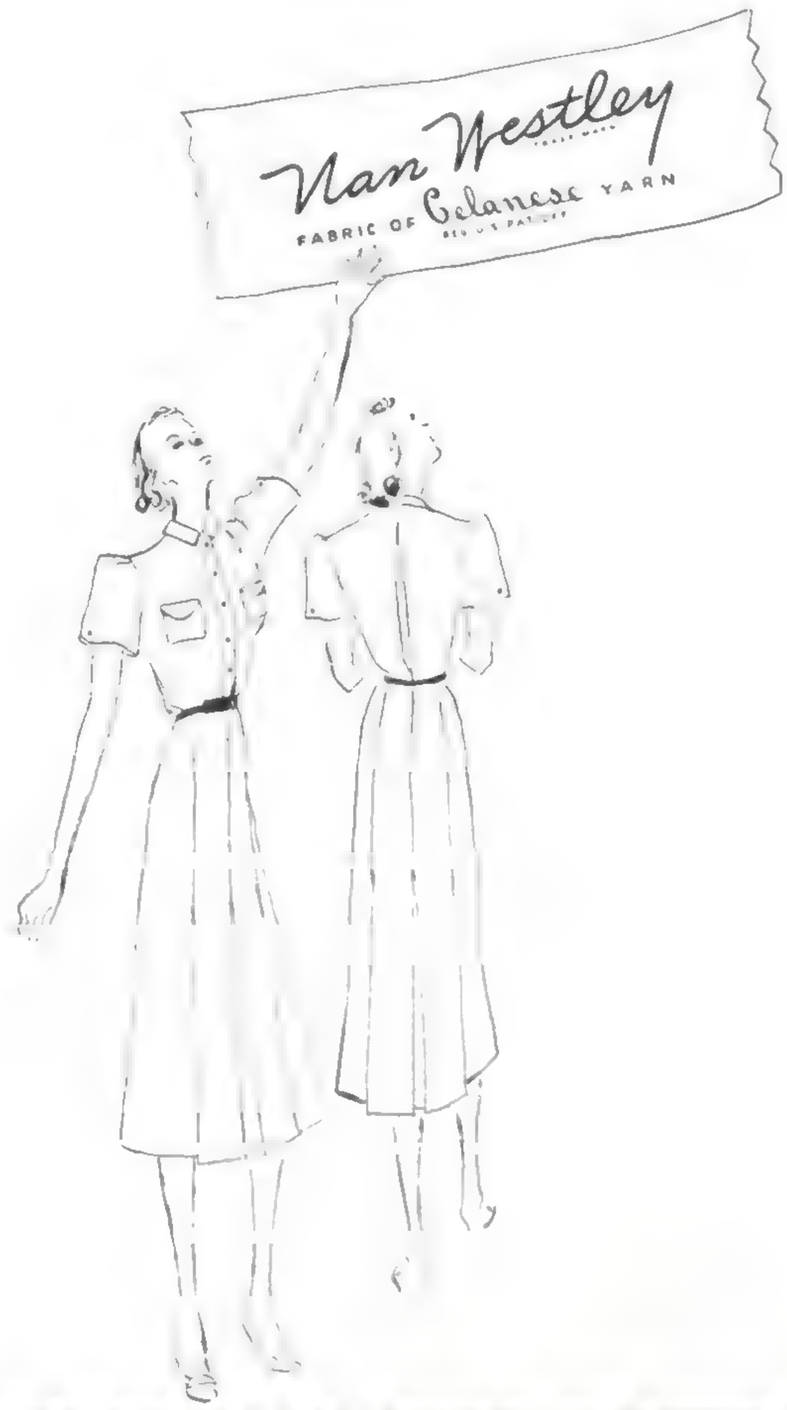
For your peasant evening dresses, buy some vivid coloured flannel and have your little dressmaker make you an evening jacket in the shape of a brief, Breton fisherman's smock.

DANCING SHOES

For dancing shoes, get an extra pair or two of sandals made of bright coloured linen strips that cost only a few dollars.

If you're going into the deep country or into the North Woods, pick up some lumberjack shirts at the country store. You'll be surprised to find how smart and becoming they are.

Notice, in buying your summer dresses, that shoulders are neat and square; that sleeves are briefer and trimmer; that waist-lines are slicker; and that skirts have a graceful flare. Don't pass up any of these points in your selections, because they make for the most becoming clothes we've had in years.



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Vogue Patterns may be ordered by mail from any of their distributors; or from Vogue Pattern Service, Greenwich, Conn., and, in Canada, at 21 Dundas Square, Toronto, Ontario.

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SOCIETY

WEDDINGS

(Continued from page 61)

NEW YORK

Barnes-Wurzburg—On February 26, in the Church of the Resurrection, Mr. John Hampton Barnes, junior, son of Mr. and Mrs. John Hampton Barnes, of "West Acres," Devon, Pennsylvania, and Miss Evelyn Soule Wurzburg, daughter of Mr. and Mrs. Francis L. Wurzburg, of Bronxville, New York.

Bernuth-Kilbreth—On April 17, in Trinity Church, Hewlett, Long Island, Mr. Ernest Patrick Bernuth, son of Mr. and Mrs. Oscar M. Bernuth, of New York and Cedarhurst, Long Island, and Miss Sophie Kilbreth, daughter of Mr. and Mrs. James T. Kilbreth, of New York and Hewlett.

Billings-Bradshaw—On April 16, in Grace Episcopal Church, Madison, New Jersey, Mr. Benjamin Evans Billings, son of Mr. and Mrs. Oliver Chandler Billings, of Morristown, New Jersey, and Miss Helen Cisneros Bradshaw, daughter of Mr. and Mrs. Joseph P. Bradshaw, of Morristown.

Brackett-Fountain—On April 24, in the Madison Avenue Presbyterian Church, Mr. George Frederick Brackett, junior, son of Mr. and Mrs. George Frederick Brackett, of Ridgewood, New Jersey, and "Lewisfield Plantation," Oakley, South Carolina, and Miss Isabel Livingston Fountain, daughter of the late Livingston Fountain and Mrs. Fountain, of New York and Quogue, Long Island.

Fahnestock-Hyde—On March 30, in New York, Mr. Harris Fahnestock, son of the late Harris C. Fahnestock, and Mrs. Georgette Gerard-Varet Hyde, daughter of Mr. and Mrs. Louis Gerard-Varet, of Semur, Côte-d'Or, France.

North-Hamlin—On March 11, in the Central Presbyterian Church, Mr. Charles Percy Frederick North, son of Mr. and Mrs. Frederick North, of "Rougham Hall," Norfolk, England, and Miss Judith Hamlin, daughter of the late Harry L. Hamlin and Mrs. Hamlin, of New York and Amagansett, Long Island.

Pearson-Duryea—On March 11, Mr. Andrew Cameron Pearson, son of the late Andrew C. Pearson and Mrs. Pearson, and Mrs. Simonds Duryea, daughter of the late Mr. and Mrs. William Robinson Simonds.

Sammis-Baker—On April 3, in the chapel of Rosemary Hall, Greenwich, Connecticut, Mr. Jesse Fleet Sammis, junior, son of Dr. Jesse Fleet Sammis and Mrs. Sammis, of New York and Cedarhurst, Long Island, and Miss Anne Candler Baker, daughter of Mr. and Mrs. David Sherman Baker, of New York, Greenwich, Connecticut, and Narragansett, Rhode Island.

Smith-Vander Poel—On March 18, in the Madison Avenue Presbyterian Church, Mr. Lloyd Hilton Smith, of New York, son of the late Roland H. Smith and Mrs. Smith, of Merion, Pennsylvania, and Mrs. G. Schuyler Vander Poel, daughter of Mr. and Mrs. S. Oakley Vander Poel, of New York.

Stowell-D'Olier—On April 17, in Saint Peter's Church, Morristown, New Jersey, Mr. Edward Esty Stowell, son of Mrs. Donald Durant, of New York, and Miss Helen K. D'Olier, daughter of Mr. and Mrs. Franklin D'Olier, of Morristown.

BALTIMORE

Curtis-Carter—On February 2, in Towson, Maryland, Mr. Aberdeen Graham Curtis, of Buffalo, New York, and Mrs. E. Ellicott Carter, of Baltimore, Maryland, daughter of the late Mr. and Mrs. M. Tyson Ellicott.

BOSTON

Callaway-Harding—On April 24, in the First Parish Church, Brookline, Massachusetts, Mr. Samuel Rodger Callaway, son of Mr. and Mrs. Trowbridge Callaway, of New York, and Miss Dorothy Harding, daughter of Mr. and Mrs. Francis Austin Harding, of Chestnut Hill, Massachusetts.

BROOKLYN

von Goeben-Johnson—On March 6, Mr. Roland von Goeben, son of the late Carl von Goeben and Mrs. Herman Behr, and Miss Dorothy Remsen Johnson, daughter of Mr. and Mrs. Remsen Johnson.

CLEVELAND

Gibbs-Inglis—On March 4, Mr. Douglas Seymour Gibbs, of New York, and Miss Marian Inglis, daughter of Mr. and Mrs. Richard Inglis.

Walton-Bowman—On March 20, in New York, Mr. Robert Clark Walton, of Cleveland, Ohio, son of Mr. and Mrs. Robert T. Walton, of Kalamazoo, Michigan, and Miss Elizabeth S. Bowman, daughter of Mrs. Amy Mullins Bowman.

Yandell-Cavender—On March 27, Dr. Hays Richman Yandell, of Cleveland, Ohio, son of Mr. and Mrs. Claiborne Bowman Yandell, of San Antonio, Texas, and Miss Barbara Cavender, daughter of Mr. and Mrs. John H. Cavender.

DULUTH

Harlow-Coventry—On March 6, Mr. John Miller Harlow, son of Mr. and Mrs. Frederick D. Harlow, and Miss Mary Louise Coventry, daughter of Dr. William A. Coventry and Mrs. Coventry.

LOS ANGELES

Hall-Childs—On March 30, in San Juan Capistrano Mission, San Juan Capistrano, California, Mr. Giles Stark Hall, junior, son of Dr. Giles Stark Hall and Mrs. Hall, of Los Angeles, California, and Miss Emelie Childs, daughter of the late Mrs. Stephen Vincent Childs.

Hoover-Coberly—On March 17, Mr. Allan H. Hoover, son of former President Herbert C. Hoover and Mrs. Hoover, of Palo Alto, California, and Miss Margaret Coberly, daughter of Mr. and Mrs. William Bayley Coberly, of Los Angeles, California.

Niven-Doheny—On April 3, in Beverly Hills, California, Mr. Waldemar Van Cott Niven, son of Mr. and Mrs. John Crombie Niven, of Los Angeles, California, and Miss Lucy Estelle Doheny, daughter of Mrs. Leigh McMasters Battson and the late Edward Laurence Doheny.

MONTCLAIR

Bell-Halsey—On March 19, in Saint Luke's Church, Mr. William Waverly Bell, son of Mr. and Mrs. Waverly James Bell, of Bacon's Castle, Surrey County, Virginia, and Miss Mary Adele Halsey, daughter of Mr. and Mrs. Charles Duffield Wrenn Halsey, of Montclair, New Jersey.

PHILADELPHIA

Roosevelt-Story—On March 2, in the Church of Saint Luke and the Epiphany, Mr. Henry Latrobe Roosevelt, son of Mrs. Henry Latrobe Roosevelt, of Washington, D. C., and the late Assistant Secretary of the Navy, and Miss Vera Felicity Story, daughter of Mrs. Julian Story.

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Everfast linen print illustrated — Mayan Blue or Desert Dawn predominating on white grounds. Or you may choose it in plain color Everfast linen — Incan Gold, Mayan Blue, Desert Dawn, Magellan Gray. Sizes 12 to 20. . 10.95

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Leslie Howard says Luckies are "tops" with his throat

"Years ago, as an ambitious young actor, I was impressed how well my throat liked Luckies and how well they suited my idea of a perfect cigarette. That impression still stands. In my recent tour of 'Hamlet', with its many performances each week and the attendant tax on my throat, I have been convinced anew that this light smoke is both delightful to my taste and the 'top' cigarette for an actor's throat."

Leslie Howard

Notice how many professional men and women—lawyers, doctors, statesmen, etc., smoke Luckies. See how many leading artists of radio, stage, screen and opera, prefer them. Naturally the voices of these artists are all-important to them. That's why they want a light smoke. You can have this throat protection, too. The protection of a light smoke free of certain harsh irritants expelled by the exclusive "Toasting" process.



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